

PRINTERS'

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
13 West 31st Street, New York City



VOL. XC

NEW YORK, MARCH 4, 1915

No. 9



OUR first work for WADSWORTH, HOWLAND & CO., Inc., of Boston, was to promote the sale of materials used in the Munsell Color System, a scientific means of measuring color accurately. To do this successfully was not easy, but the results obtained were very satisfactory to our clients.

They then decided to promote other products, including Bay State Brick and Cement Coating. This advertising has been executed in a manner which elicited expressions of appreciation.

Our association with this firm is not very old, but we believe the work already done for them has inspired a most favorable impression of Ayer Service.

N. W. AYER & SON
Philadelphia

New York

Boston

Chicago

(This is 'Advertisement' Number Seventy-five of a Series)

Why

I Gave My Account to FEDERAL

THE **LIVERPOOL**
AND **LONDON**
AND **GLOBE**
Insurance Co., Ltd.

"You can refer to us any prospective advertiser who may be seeking a satisfactory advertising agency connection. Our experience with your service, so far has been most satisfactory since one of our Directors, another of your clients, referred us to you."

Yours very truly

H. W. EATON, *Manager*

Your attention is especially directed to the last sentence in the above—one of our clients referred us to this account—the only real reference is that based on experience.

That is the investigation which we invite—ask our clients themselves what we mean

by "Put it up to men who know your market."

This great Insurance Company is an international power; and its testimony is interesting because it proves that the force of FEDERAL Specialized Service is now recognized for its results in every field of endeavor.

"Put it up to men who know your market"

FEDERAL
ADVERTISING AGENCY
241 West Thirty-ninth Street, New York



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PRINTERS' INK

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A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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"Placing" Selling Agencies That Can Swing Big Business

By George L. Sullivan

"PLACING agencies," I answered, when they asked me what my part of the work was in the big automobile and motor truck company that sent its commission check every 30 days

"What's that?" they said, "they" being the outer barbarians who were in the dark about merchandising problems.

"Well," said I, "it's being a detective, a census-taker, a mind-reader, a hypnotist, a ready-to-run-eight-day talker and a few other things which do not occur to me at the moment."

Some years ago it came in the day's work for me to obtain in several States agents who were financially and otherwise able to handle a line of cars and trucks, the samples of which, costing about \$4,500, they had to buy.

Those men are much fewer and farther between than the small merchant who takes on a line of groceries, buys a small sample line of some small drug specialty or stocks a short line of a shoe. It is a peculiar thing that the business of selling automobiles in cities of 200,000 down seems to be regarded as just the thing for the young son of the family who has failed at most other things, but who does "love to putter round an auto." Or it is a pretty good chance that you'll find the business in the hands of a man well past 50, who has gradually moved into it from the livery or vehicle business. It is only within recent years, I had almost said months, that a keener type of

young man is realizing that the motorcar and garage business may be made successful and highly profitable, particularly if the car sold is well known and widely advertised.

There are lots of ways of acquiring leads and prospects for agencies. Of course, the automobile shows held every year throughout the country, but specifically the three real shows at New York, Chicago and Boston, bring together the dealers and garage men in the outlying towns who are seeking new factory connections and trying to obtain agency contracts or renew old ones. But these shows do not by any means produce all that are necessary.

One of the biggest truck manufacturers ran a 12-page insert in the two best automobile trade papers addressed to the dealers throughout the country, asking for agency applications and telling exactly what the agent might expect in the way of support and holding out enough lure to induce him to write for the entire story. This was eminently successful.

Every automobile factory maintains a force of men who are constantly seeking new and stronger agency connections in open territory. And in the case of a dealer whose territory is sufficiently wide to give him the distributors' discount, he has men of his own finding sub-dealers.

It is of the factory agency man, however, that I wish to speak. The line I was representing was

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headed by a car selling at \$6,000 and included a line of trucks from \$2,950 to \$5,200. My task was to find the best man in each town who was willing to take on both the car and the trucks. This meant an expenditure of close on to \$4,500 in samples or demonstrators. When it is considered that the agent must agree to maintain and must give every proof of his ability to maintain a thoroughly equipped service station with a certain stock of parts, it can be understood how rare the possible chances were.

One of the most successful agency men I ever knew never made a call on an automobile dealer in a town until he had carefully inspected the outside, and sometimes the inside, of every dealer's store. Sometimes this took two days, but it produced actually quick results, because it had the result of throwing out a large number at once. Among those thrown out he sometimes found the dealer he thought he had come to town to see. The survey gave him a line on the appearance, location and general physical qualifications for the possible home of his line in the town.

He was usually able to determine in his own mind from this first preliminary skirmish that he wanted to place his line in one of three places. Then came his second step—the interview with the branches of the big tire concerns. And this he always found very valuable and helpful. It was an unerring source of information on credit, general financial ability and habit, and he seldom needed to visit the banks after that.

Then came the real battle—selling the agency. If among those three men was the man who had written to the house showing interest and a desire to take on the line, his work was sometimes easier, but not necessarily.

Many dealers have a feeling that they would like to take on a certain line of cars in their territory, but they have no conception of how the business is handled, their responsibilities or what is expected of them. When they find that they must invest a consider-

able amount of money in a demonstrating car or two, many of them stop right there. That makes the agency man's work easier—or harder. It at least eliminates the deadwood and brings the case down to one or two.

There are a thousand arguments collateral to the closing of the contract and the placing of the period after the signature for which you may have come two thousand miles. The lure of profit to the potential agent is always the big fundamental argument, of course—and, to demonstrate that, the wise agency man will have at his tongue's end many stories of how John Smith in Smithville took on the line last year and cleaned up on it in a "country exactly like your country here."

Many agents won't close on the first visit as a matter of principle and expect you to come back, possibly making a loop of 500 miles to make the second call. To this kind no threats of closing the line with someone else before leaving town are any good, because they are the kind that can call your bluff—if they weren't they would never have the nerve to expect you to come back.

TWO EXAMPLES OF AGENTS

I got off the train one late afternoon in January into the worst sample of weather produced by a singularly vicious winter. It was an Ohio town. The village was a long way from the station and the street-car infrequent. Each hotel was worse than all the others—it didn't make any difference which you stopped at, you wished you had visited some of the others. We had a query from a man whom I finally found running a remote and dilapidated coal business at the extreme edge of town. He had no more chance to take on my line than the man in the moon, but he blandly rambled on till I told him what we should expect him to do. Then he threw up his hands with the remark: "Why, I expected to be paid by you for taking on this work." He had been reading the advertisements of "Earn money at home. Samples furnished free."

An illustration of the opposite extreme is the great house in Texas which bought a full line of demonstrating cars within two hours of my first call, called in its 27 men from the road, made me address them, mapped out a vigorous campaign of selling that covered the entire State and wound it up with a dinner for all hands. They were the people who insisted on having their demonstrating cars and trucks in 30 days and canceled their contract on the thirty-first day because we could not assure them their merchandise had been shipped from the factory.

Now having caught your agent, you have got to go right on selling him the goods all the time. He's just like any other customer save that he buys to sell again and feels himself entitled to all the help possible exactly as if he were at the home office. But you've got to keep on his trail, not only to sell goods to him, but to sell goods for him to his customers.

I know a wholesale manager for a successful distributor in New York who has a list of every prospect each one of his dealers is working on, and he learns about their status every few days from the dealers, most of whom he calls on the 'phone and talks to as if they were salesmen reporting daily to him in person.

Now the handling of branch managers is naturally somewhat different from the placing and handling of agencies. The agent is a customer to whom you sell goods. The branch manager is a part of yourself. He is the seller, not the buyer, except as a matter of bookkeeping. Picking a branch manager for any line of business is the result of so many forces that it would take too much space to enumerate them.

But once selected, how are you going to make him one hundred per cent efficient? I should say that the first thing is to make him feel that he is not on the extreme outpost of the battle line, firing his big guns all alone and waging his campaign all by himself. Let him plan his campaign by himself by all means. Let him plan his strategy and order his

tactics—he knows a lot more about the local conditions and all the shades of the situation than you can hope to—but then do you approve that plan if you can. And if you can approve it, sit up nights with that plan and make him believe that you are expecting him to lick the tar out of all the other branch managers.

Don't let him think for a minute that you are indifferent to his success either from the view-point of his branch balance sheet or from the personal view-point of his success as a man.

We had a branch manager, say in Baltimore, because that wasn't the place, who was the salt of the earth as a man and his sales sheets were always leaders. Suddenly one summer his work began to go down. His letters, usually models of clarity and keen judgment, seemed clouded, and there was a sense of strain in all his communications. I slipped quietly down there one night and was at the office when he came in the next morning, late, haggard and totally unlike himself. He had hardly seated himself before I had the secret. One of his salesmen asked him how his little daughter was. That was the whole thing. We found out—he told me himself—that he had been taking care of her nights and running the business days, and he had carefully not told us—not because he did not want us to think he was shirking his work, but simply because he did not want us to think he was not big enough to do them both, and he was about as far from being a whiner as any man I ever knew.

I sent a wire to the big chief with a recommendation. The next morning came a long cheery letter from the big chief to the branch manager. It said he was sorry to hear of the trouble, offered any and all assistance of any kind and ordered an immediate vacation until the little girl was well. I was ordered to stay on the job and take over the branch until the manager came back.

And that is about as good a way as I know of to get work out of branch managers.

Determining the Advertising Appropriation

By George Frank Lord

Manager Advertising Division, Du Pont Powder Company

WHILE it is true no iron-clad rule can be established for determining advertising appropriations, owing to the multitude of variant factors in different lines and with different concerns, every experienced advertising man, systematically or otherwise, follows a method something like that outlined herein.

I strongly feel it better to offer a method than to dismiss this important question with the statement that nothing can be given for the guidance of advertisers seeking light, and that their only recourse is to turn their bank-books over to their advertising managers or agents, trusting to luck that their guesses will not land the concern on the rocks.

After eight years' experience as advertising manager for two large national advertisers, and seven years' experience in the advertising agency business, I am convinced that more failures in advertising are due to lack of analysis of conditions than to any other reason.

For lack of such analyses many concerns that sadly need advertising fail to use it, some advertise who should not, and many advertise "too much, too quickly," creating sales demand they cannot meet.

An analysis of a business along the lines here suggested will often develop unthought-of possibilities of expansion or obstacles to success that must be surmounted or circumvented before an advertising campaign can succeed.

SALES AND ADVERTISING ANALYSIS

Each proposition should be diagnosed something like this:

Class of commodity:

Necessity—Every family must have it.

Utility—Most families should have it, but can do without.

Luxury—No one needs it. Few can afford it.

Market:

Necessity—Universal market, small margin, price competition or market conditions control price. Example: sugar.

Utility—Fair market, usually must be created, good margin, moderate competition. Example: sewing machine.

Luxury—Limited market, mostly forced, large margin, little direct competition. Example: billiard tables.

Restrictions of market:

Distance to trade, freight, express, post or time.

Portion of trade normally held by competition.

Limited producing capacity.

Limited financing ability.

Sales cost factors:

Sales force.

Promotion (demonstrations and educational future sale work).

Advertising.

Considerations affecting appropriation:

Per cent of maximum possible sales enjoyed.

Reduction of operating and overhead costs by increasing volume.

Increasing frequency of capital turn-over.

Out-advertising competition.

Extent of credit to trade involved.

Trade outlook.

Referring to this analysis chart: The basis of any advertising campaign must be the sales possibilities of the commodity.

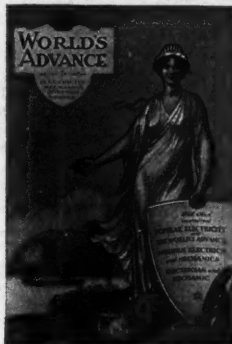
We must, therefore, determine whether it is a necessity, utility or luxury, because this determination automatically indicates the breadth of the market.

It also gives us a line on the prospective or existing competition, and forces consideration of the margin of profit between the ready-to-sell cost and the average net price received.

Out of this margin must come the regular sales force expense,

This Magazine Has Made Good

As attested by the fact the circulation has gone without effort from 100,000 to 150,000 in one year; and the advertising space has increased each month over the corresponding month the previous year and with a higher rate.

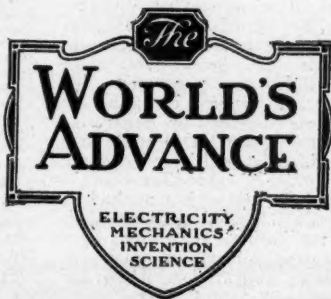


(Formerly Modern Mechanics)

Now With the New Title, Beginning April

It offers the same intensive men's circulation that enables us to carry seventy pages of keyed copy a month—

The same kind of editorial matter that has gained so many thousands of new readers—



All the punch and pulling power we were noted for under *Modern Mechanics* **plus** the wider scope and broader influence that the new title brings.

THE WORLD'S ADVANCE

32 UNION SQUARE

NEW YORK

RIDENOUR & COOKE, 19 So. La Salle Street, Chicago

the cost of promotion—future sales work not classed as advertising—the cost of advertising, and the net profits applicable to dividends.

At this stage we can roughly estimate *what percentage of gross receipts per unit sale is safely applicable to advertising.*

A majority of advertisers probably use last year's sales as the basis of calculation because they are known. But since this year's advertising never affects past business, but only current and future sales, such a basis is illogical.

A lean year would allow but a lean appropriation for what is very likely to be a big year, or vice versa. Hence, if a fairly accurate estimate of the new year's sales can be made, that should be the basis of calculation.

Restrictions of market and considerations affecting appropriations are very important items. They bring the scientific and somewhat theoretical analysis down to practicality.

There is no use advertising for business that cannot be handled either because of manufacturing, transportation or financial reasons.

Yet, it sometimes pays, apparently, to over-advertise a proposition, to forestall or rout competition, to demonstrate sales possibilities for prospective investors, to reduce operating or overhead expenses by largely increasing volume, or to establish a new line that will later repay the extraordinary expenditure.

By following such a method of analysis, it should not be difficult for any business man, aided by a competent advertising man, to establish a practical sales basis for determining appropriations.

But it seems to me important that every appropriation should be subject to a 10 per cent to 15 per cent variation either way to allow for unforeseen trade difficulties or opportunities.

Most concerns readily exercise their right to cut off an appropriation when conditions or finances go bad, but few permit their advertising manager or agent to exceed the sum first granted, no matter how valuable an unforeseen opportunity appears.

In a nutshell, the whole question is one of common sense, applied in connection with a study of the business and a knowledge of advertising.

Clague Joins Taylor-Critchfield Company

The Taylor-Critchfield Company, the Chicago advertising agency, announces that Stanley Clague, who for some years has been conducting an advertising agency of his own in the same city under the name of the Clague Agency, has joined its forces and will become its vice-president. The name of the Taylor-Critchfield Company has been changed to the Taylor-Critchfield-Clague Company. Prior to entering the agency business, Mr. Clague was connected with the Curtis Publishing Company.

Harry W. Sehl, lately of the Clague Agency, has established a new agency of his own in Chicago. Among his accounts will be those of the Pabst Brewing Company, Calumet Baking Powder Company, Stromberg Motor Devices and the Marinello Company.

New Firm of Publishers' Representatives in Chicago

Ryan & Inman is a partnership recently formed to act as publishers' representatives in Chicago. The partners are James F. Ryan and Harry P. Inman. Mr. Ryan was formerly president of the Johnson Advertising Corporation, of Chicago, and previously was with Lord & Thomas and vice-president of the Taylor-Critchfield Corporation. Mr. Inman has been connected with the Johnson Advertising Corporation, as well as newspapers in Cleveland and Chicago.

The New York *Evening Post* announces that the new firm will act as its Western representative.

Graves With Atlas Agency

The Atlas Advertising Agency, New York, has appointed Harry M. Graves director of its merchandising service. Mr. Graves was, until recently, promotion manager for the American Pin Company and the M. Hemingway & Sons Silk Company, and previous to that acted as advertising manager of the McCrum-Howell Company and vice-president and general manager of that company's auxiliary selling organization known as the Richmond Sales Company.

Big Farm Paper Advertisement

The North American Construction Company, of Bay City, Michigan, manufacturer of Aladdin Houses, has placed an order with *Successful Farming* for a four page colored insert in the March issue, representing an expenditure of \$6,300. This is one of the largest advertisements, cost considered, which has ever been run in a farm paper.

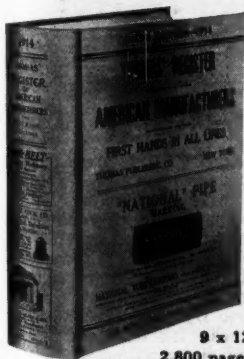
The Purchasing Agent of the Standard Oil Company says:

"No Purchasing Department is properly equipped to do business without this Register."

Thousands of Big Buyers say the same thing, and use the book every day in deciding their large and important purchases.

That is the reason that the Official Register of American Manufacturers is such a valuable advertising medium. It reaches the buyer when he is buying.

OFFICIAL REGISTER OF THE AMERICAN MANUFACTURERS



9 x 12
2,800 pages

300,000 Names, \$15.00

It instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. It gives the home address and branches of each. It shows the approximate capital invested by each by a size classification ranging from \$500 to \$1,000,000. It instantly shows who makes any special brand or trade name. Many other valuable features.

We aim to list every manufacturer free of charge and regardless of patronage. At reasonable rates we publish, in addition to the name, descriptive matter, extracts from catalogues, circulars, etc. Such matter, printed under appropriate classifications in this work, is PERMANENTLY RECORDED in thousands of places where buyers look, and will be read by the RIGHT PEOPLE at the RIGHT TIME, i. e., Large Buyers, at the time when they want to buy. It attracts first attention, and furnishes the Buyer detailed information that he wants but cannot get from simply the name of the manufacturer. It costs less than to mail a one-cent circular to each user of the Register.

1041 American Manufacturers published such matter in the 1914 Edition.

INFORMATION HEADQUARTERS FOR LARGE BUYERS

The source of where to Buy information for more than 15,000 concerns in the United States. These users never look elsewhere, any more than they look elsewhere for information naturally to be found in the Telephone Directory. Therefore it is the only medium that will bring your matter to the attention of this most important aggregation of buyers in the U. S. at the time they are ready to buy. *Costs for only one issue. Effective from 1 to 4 years.*

Thomas Publishing Company, 134 Lafayette Street, New York

BOSTON: Allston Station PHILADELPHIA: Land Title Bldg. CHICAGO: 53 W. Jackson Bldg.

What Consignment System Means to Advertisers—I

By Charles W. Hurd

ONE of the largest national advertisers in the country was seriously looking, a year or two ago, into the plan of marketing a new grocery specialty on consignment. He was prepared to invest the additional capital required if he could be assured of stocking the trade more heavily and rapidly with his latest product and preventing retailers' price-cutting and experiments with rival goods. It looked, off-hand, like a promising way of thinning out the competitive field by making it temporarily more expensive to do business.

Eventually he dropped the idea as bristling with too many difficulties. But other advertisers are no doubt studying it in their turn. The interrogation is coming up in many fields: Is the despised consignment system the *way out*? Does it contain the germ of a solution of the many problems now vexing manufacturers? What are its merits and disadvantages?

We agree that the immediate outlook for consignment is not particularly hopeful. At its best, the system has almost invariably been a thorn in the side of national distributors. They rarely employ it nowadays, and they do not want to do so if they can help it. It is to them, in fact, *competition* getting a start, not by educational selling, but by weakly taking all the chances and throwing itself on the mercy of the retailer. There are exceptions to this generalization, but they are few.

At its worst, consignment is an affliction to the manufacturer who tries it and to everybody else in the field, even, in the long run, to the retailer who may think he is profiting by it. Many dealers fight shy of it. It has been a seriously disorganizing element in two or three fields, and this even when the percentage of the total volume of sales was a small one.

"Consignment business does not amount to one-tenth of one per cent of our sales," said one metropolitan department-store manager on this point, "and that is almost altogether in the ready-to-wear lines. Take the best two or three department stores in the city and you will not find \$1,000 worth of consigned goods in their stocks. It is different, perhaps, with the more popular stores; each one does business in its own way; but we want to pay for the goods and own them and do what we please with them."

The drug field offers a different experience.

FIVE PER CENT OF SALES

"Consigned goods make up perhaps 5 per cent of our gross sales," says the manager of one of the largest drug chain stores in the city. "Picking out new consignment propositions is one of the most important things I do. But consignment is not common in the drug field as a whole or in the city or even the chain stores. I would not be able to accept consignments on the same scale or want to try to do so in most other stores. It's our central location and our windows that give us the chance here."

In July, just before the war broke out, two young fellows brought out a novelty doll. There had been a run of freak dolls and some of them had been big successes. The young manufacturers got up something that compared very favorably in workmanship with the imported articles of the same grade. They succeeded, too, in giving it the whimsical expression that in these toys is nine-tenths of the game.

It was the time of the year when the buyers from the interior were in town looking for salable stuff. The young fellows had an idea they could get the eye of these alert merchandisers right then and

there, and they went to the chain drug store in the central location and talked to the manager.

"We have handled dolls before," said the manager, "but it's always a chance. If you have faith in your proposition put them in on consignment. We will give them a show in the windows and split with you on such and such basis."

WAR CAME TO RESCUE

The dolls went into the store on that arrangement. The store fitted up a show window and gave them a table in the aisle. They made an instant hit with the buyers. The store sold out its stock, ordered more, taking them in the regular way, and turned these before the demand passed. Soon afterwards the war broke out, the importation of dolls from Germany stopped, and the two young men cleaned up a small fortune with their out-of-town orders secured through the drug-store display.

There is the consignment system at its best. But even then the essence of the arrangement is that the manufacturer pays over his profits for the exceptional chance this one store gives him to catch the trade, and that the store pushes the goods to get the exceptional profits it cannot get on staple or standard lines.

But take an instance or two of another kind.

Last year, not a few merely, but scores of cloak, suit, waist and skirt manufacturers in the ready-to-wear line made up thousands of garments for consignment and sent them out to the larger stores in the larger cities their salesmen covered with a "style guarantee." Garments of this sort sell on style. They are made or meant to be up to the minute. A month or six weeks and they are out of date; other styles have taken their place.

The department stores that took the goods used that argument.

"How do we know your garments will sell?" asked the buyer. "Everybody says the same thing about his own goods. If we don't get rid of them in four or five weeks, we would be stuck and

lose our profit or worse. Why should we assume the risk? If you think you're right, send us on memorandum whatever you think you can sell. We'll sell what we can and send back the rest."

Competition being acute in the women's ready-to-wear field, the manufacturers, all except the few strongest, yielded, as they had been doing for two or three years before. It meant more risk for them, more capital investment, but they were powerless.

CONSIGNMENTS DEAD-STOCK PROBLEM

The department store then proceeded to do what it could with the garments. It did its best under the circumstances, but the circumstances were that its own money was locked up in purchased goods and it had to turn those first. It sold out some of the consigned lines and parts of other consignments and what it did not sell it returned at the end of four or five weeks—out of style, shopworn, worth 50 per cent and less of their original value.

This practice was fast demoralizing the cloak and suit trade, when the protective association of the trade at length took action last summer and pointed out the effect the practice would have on the credit of the manufacturers guilty of it. The credit men of the Silk Association of America, from whom the garment manufacturers buy, warned them that silk manufacturers would be invited to scrutinize carefully any and all concerns adopting this "unwarranted practice." The warning has been effective to date. Only the weaker brothers have continued to yield.

That is the consignment system at its worst—the manufacturers absolutely at the mercy of the retailers, taking in addition to the manufacturing risks, all the selling risk the retailers should take, tying up their own capital and lessening their credit.

The lesson here for the national manufacturer is that, for a while at least, or in most instances, the folly of his competitors makes it harder for him to

do business, and that dangerous practices are best stamped out before they reach the critical stage.

Last year a Western retail jeweler wrote on to a New York importer asking for a consignment of diamonds and other stones amounting to a considerable figure, and saying that he had a probable customer for them. The importer had had satisfactory transactions with the Western house, and, as is the custom in the trade, sent the goods on by express, receiving in due time the house's memorandum receipt. Some time afterward, not hearing from the house, he wrote it. Getting no reply, he started an investigation.

DIAMOND IMPORTER'S EXPERIENCE

The investigation revealed that the goods had been pawned. When threatened with proceedings, the retailer indignantly claimed the goods had been sold to him, and said he would remit at his convenience. The importer denied a sale, and showed the memorandum receipt in proof of the nature of the transaction.

The dealer, however, produced the importer's letter of subsequent date inquiring if the dealer had "made the sale" for which the diamonds had been sent on. The dealer claimed that this showed a subsequent understanding to let the memorandum stand as a sale. Inasmuch as the courts have generally taken this same view, the importer judged it wiser to yield the point and hope against hope for the recovery of the debt.

If the importer had neglected to register the consignment in the county clerk's office at the place of sale, as showing the importer engaged in interstate business or had failed to conform to any of the numerous and differing State laws governing such business, the difficulties of accounting, collection or recovery might have been the same.

That is another case where the consignment system shows in a poor light.

The several instances give us a bird's-eye view of the consignment system. It is in practice in almost all lines of trade, but is

general in but few. In the jewelry line it constitutes, on the whole, a convenience, and the abuses are not very frequent or generally serious, though often annoying enough. It flourished in the cloak and suit trade with respect to the big stores in the big cities—the smaller communities were comparatively untouched—and had a well-high demoralizing effect, as stated.

The fur-garment line has not succeeded in freeing itself from the incubus. Manufacturers of fur coats often consign them to department stores in the small-town field, to general stores and even harness shops, sometimes selling to one store and consigning to another in the same town. Two or three large houses in the piano line do business on a consignment basis. Some few of the lesser known book-publishing houses are similarly engaged.

UNPOPULAR IN HARDWARE FIELD

Manufacturers of incubators stoves and furnaces seeking to extend their lines into new fields, particularly the small-town field, sometimes offer to consign their goods to responsible merchants whom they cannot otherwise interest, feeling that when the merchant discovers the superior quality of their product he will want to stock it in the regular way. There would seem to be a reason why this sort of proposition should appeal to the hardware merchant more than to most others in the fact that he has more money locked up in his stock than most other merchants, but, nevertheless, these stores do not seem very friendly, on the whole, towards this class of business.

John Allen Murphy, of Marshall, Minn., who is known to the readers of *PRINTERS' INK* as an acute observer of conditions in the small-town field, went out and interviewed fifteen or twenty of the merchants around town on consignment. This is what he found:

"Outside of some furs and a line of washing-machines, there were no goods on consignment in town," he writes. "All of the

merchants were, without exception, opposed to taking in lines on consignment. They claim that a meritorious line is never marketed that way, even for purposes of introduction.

MACHINERY OFFERED ON CONSIGNMENT

"As far as I could find out, very few concerns offer their merchandise on consignment in the small towns. Furs are placed that way very often. Once in awhile a line of ladies' ready-to-wear is put out on consignment. The machine men seem to have the most consignment propositions put up to them, and it is in that class of business that one will find the most goods that are put out to be paid for when sold.

"My own observation, extending over a period of five years, is that consignment marketing in small towns in the Northwest is almost a negligible factor in merchandising. On five or six occasions I asked for goods on a consignment basis, but in each instance I was refused. Three times I have been offered goods on consignment, but each time the merchandise was worthless.

"Consignment selling in the small-town field will always be more or less difficult. The accounting is a monumental task. The average retailer keeps no accurate records and is never able to check up the sale on consigned goods. I tried this method of selling a line to dealers a few years ago. Getting the dealers' records to agree with ours became so hard that finally we gave up the scheme.

DEALERS DO NOT PUSH IT

"Another objection to selling goods in this way is that the dealer will not push a line that is only consigned to him.

"Still another objection, and in some lines a very serious one, is that the retailer takes such poor care of his stock that consigned goods become unsalable after he has them a few weeks.

"Putting consigned goods with department stores and syndicates is more attractive on account of

the volume they turn. If the stunt succeeds at all, the sales will be worth while. However, in the country towns the sales at best will be so small as not to justify the effort.

"Offhand, I would say that consignment selling in small towns is so small that it is hardly possible to calculate the percentage of the whole sales."

The situation in the South is much the same as in the Middle West. R. Winston Harvey, advertising manager of the Craddock-Terry Company, of Lynchburg, Va., reports:

"The proprietors of two of our leading drug stores tell me they haven't a dollar's worth of consigned goods in their stores. They do not look favorably upon the practice, and would not consider a consignment proposition from anyone.

"Years ago manufacturers would blow into a town with a new article and place it on consignment with the view of creating a demand through newspaper advertising, house-to-house canvassing, sampling, etc., consigning some of the goods with the retail druggists on the basis of the future demand to be created.

"This method, however, seems to have died out altogether, so far as I can ascertain, in Lynchburg. The only consignment business that is done among the druggists is occasionally with the jobber. For instance, a manufacturer will ship to a jobber a consignment of his goods, then put local men in the territory who sell outright to the retailer, and thus the consignment with the jobber is appropriated.

"I also interviewed for you two of our leading department stores, and the information gathered in both stores was that some years ago the consignment business was engaged in on a large scale in a great many different lines of merchandise, principally furs and ready-made goods.

"However, both of these firms tell me that they look with disfavor upon consignments and would not consider a consignment

Developing Advertising

Electrical Goods

The development of a new line of advertising is something in which any publication takes pride. Especially when that advertising turns out to be not only highly successful for the manufacturers, but also to the advantage of the consumer in a definite, traceable way.

Electrical goods, for example.

During the three years ending January 1, 1914, ten manufacturers of electrical goods employed national advertising in the leading publications. Only those investing \$10,000 or more in a year are included. Their aggregate appropriations for the three years were more than \$1,000,000, with a steady increase each year. In 1913 the total was more than \$385,000. (1914 figures are not yet complete).

One of these manufacturers recently made the following statement as to the effect of advertising upon his business:

"General advertising has unquestionably produced a large increase in our output.

"This increased production has in turn enabled us to adopt and develop many refinements in manufacture, so that we are now building a higher-quality product than we did when we started to advertise.

"While labor costs have increased about 20% since we first began to advertise, we have been

able to keep the prices of our goods to the public as low as they were when we first started.

"In other words, our advertising has enabled us to give the public a better article than we could before, and to keep the price down in the face of increased costs for labor.

"Since the increased consumption of current-consuming devices means increased use of current, it will also be interesting to investigate what has happened to the cost of central-station service during this period. I think an investigation of this kind will show you that the cost of operating electric lights and current-consuming devices of all kinds has been greatly reduced for the general public during the past 10 years."

The manufacturer who makes this statement, during the three years 1911, 1912, 1913 used *only* THE SATURDAY EVENING POST for his national advertising and last year added one other publication. Others also have relied practically entirely upon THE POST. During the period referred to 64% of the total national advertising in this field was done through THE POST. In 1913 it was 74%.

That this classification of advertising, depending so largely upon one publication, should grow from \$290,000 in 1911 to \$385,000 in 1913—that it should meet with unquestioned success—that it should bring about such notable economies for the consumer—indicates the degree of constructive force which that publication exerts in the development of national business.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia



McCLURE'S *in the* Big size

Why?

Because more readers are reading the Big Size than the small size.

Because more advertisers are advertising in the Big Size than the small size.

Because more money is being made in the Big Size than the small size.

Because McClure's in the Big Size will please more people, will serve more advertisers, and will make more money.

Because

*—it is just plain ordinary
common sense*

Forms for May, the First Issue in the Big Size (680 lines), close March 15th

proposition except under one condition, that is where a manufacturer of some line sends his demonstrator for several weeks' stay in their stores, demonstrating their goods, and they accept under these conditions a consignment, and when the demonstrator leaves, if they find that a demand has been created, they give a bona fide order for such goods as they think they can profitably handle. If the demonstrator has not proved the salability of the goods, or the merchandise does not seem to meet with the proper approval, then it is no longer considered on a consignment or any other basis."

The important drug and grocery lines show hardly any other than passing examples of consignment practice to-day, although it was fairly common 12 or 15 years ago in city and country and yielded slowly to improved methods. The almost classic example of the Dr. Miles Medical Company, which, after the loss of its price-maintenance case against the John D. Park & Sons Company three or four years ago, changed its elaborate sales contract over to a consignment contract, in accordance with the hint given by Justice Holmes, of the Supreme Court, in his minority opinion, will be discussed in the next article. We have mentioned a few of the many instances in which consignment is used temporarily by young concerns to break into a hard market. J. C. Crane & Company, distributors of El Caya powder, perfume and kindred products, had a very effective consignment system which stood them in good stead for years and kept the price up, but they abandoned it six months ago as possibly being open to criticism in view of the trend of the times.

The size of the grocery line and trade conditions forbid it to national distributors for consignment purposes. The Diamond Match Company and one or two other large companies have tried out consignment to jobbers in times past, but did not keep it up, doubtless also anticipating the recent developments.

In the tobacco line, the Edwin

Cigar Company has, within a few months, developed consignment agencies in otherwise independent cigar stores. The United Cigar Stores Company opened agencies about the same time, but it has done so in the regular way, by outright sale to the agents.

(To be continued)

Doolittle Goes With Zenith Carbureter Company

Albert H. Doolittle has joined the Zenith Carbureter Company, of Detroit, as advertising manager. Mr. Doolittle has had an extensive experience in the advertising field, and formerly conducted the A. H. Doolittle Advertising Company. The accounts of this company have been taken over by the Louis A. Pratt Advertising Company with offices in the Ford Building.

Buy New Orleans Agency

The Chambers Agency, of New Orleans, La., has been purchased by E. E. Edwards, of New Orleans, and S. O. Landry, of New York. For several years Mr. Edwards has had charge of the advertising of the Street Railways Company in New Orleans and is an ex-president of the New Orleans Ad Club. Mr. Landry has been with Street & Finney and lately with the Hoyt Agency, of New York City.

March Speakers to the Sphinx

The New York Sphinx Club will be addressed, at its dinner on March 9, by Hon. Dudley Field Malone, Collector of the Port of New York; Dr. Edgar Fahs Smith, provost of the University of Pennsylvania, and the Hon. Oscar W. Underwood, U. S. Senator from Alabama.

Two Join Herbert Staff

E. M. Stock and Whitney Fralick have been added to the selling staff of George W. Herbert, Inc., representative of farm papers in Chicago. Mr. Stock has been with the Street Railways Advertising Company and Mr. Fralick with the Lee-Jones Agency.

Cheltenham Has Packard Account

Ralph Estep, formerly advertising manager of the Packard Motor Car Company, but now with the Cheltenham Advertising Agency, of New York, will handle the Packard's advertising through his new connection.

Admen Plan Cruise

Plans for the launching of the first Adcraft Affiliation Cruise will be discussed at an early meeting of the "One Hundred for Rochester" committee of the Detroit Adcraft Club.

How the Advertiser Should Deal with the Advertising Agent

Some More or Less Pungent Remarks on the Subject of Agency Relations—"Leave Doubt Behind" the Agent's Motto—An Address Before the Advertising Association of Chicago

By Henry Dumont

Of the Pacific Coast Borax Co., Chicago

[EDITORIAL NOTE: That much of Mr. Dumont's address is intended facetiously will readily be understood by the veteran advertising man. The new advertiser, however, may not be in position to appraise quite so closely the author's very excellent fooling, and so, while it is always painful to have to explain a joke, we interpose our own comments which will be found on our editorial page of this issue.]

THE subject assigned to me does not offer the advertiser any avenue of escape; it assumes that he *should* deal with the advertising agent. The reasons *why* the advertiser should deal with the advertising agent must be submitted by some wiser head than mine. It appears, however, that a large percentage of advertisers place the conduct of their advertising in the hands of agents, and we will assume, for the sake of argument, that it is advisable from the standpoint of economy and efficiency. It sometimes results in efficiency regardless of economy; and sometimes in economy regardless of efficiency.

WHEN PERSUASION WON'T ANSWER
—USE A CLUB

Granting that the advertiser *should* deal with the advertising agent, I am to consider *how* he should do it. That is a practical question, and calls for a like answer. The advertiser expects service from the agent, because service is what he pays for. It is up to him to get it. Sometimes persuasion will secure results; but often it is necessary to ply a club. It depends altogether on the disposition of the agent. Most agents, I will admit, are amenable to reason, but the reason, in most

cases, is their own. They are well informed regarding the whys and wherefores of advertising, and are frank to confess it, which precludes the necessity of proving it. Modesty is a light hidden under a bushel in the average agency.

In order to be successful, the advertising agent must make advertising pay—the advertiser as well as himself. In spite of the glittering assurance of the advertising solicitor, and the recital of past wonders performed by his house for others, there lingers in the mind of many advertisers a suspicion that advertising pays the advertising fraternity more than it does the advertiser. This is true in too many cases, and the fault lies to an appreciable extent in the careless handling of the account by the advertising agent.

MUST USE GENTLENESS AND FIRMNESS

To make advertising pay the advertiser, the agent must use discretion in buying space. The publications advertising in his house organ are not to be given preference regardless of value. He must judge publications solely on their merits.

It seems to me that it is incumbent upon the advertiser to select a good agent, one who is reliable and efficient, and then to watch him closely. Sometimes an advertiser is compelled to sacrifice not only a portion of his appropriation, but all of it, to save the remainder.

The advertiser should treat the agent with as much gentleness as is compatible with firmness. He should see to it that house-parties do not take the place of service; that good will is not substituted for results.

Advertising is the rocky shore of a dangerous sea, on which are cast the wrecks of many a promising enterprise. Advertising is the little graveyard on the hill, in which are buried the bones of many an appropriation once clothed majestically with hope and confidence; and the headstones do not tell half the tale. They remind me of the epitaph on a headstone

in a little church, yard out West:

Here lies Mary Brown and her three daughters.

They died from drinking seltzer waters. If they had stuck to Epsom salts They wouldn't be in these here vaults.

Advertising is the casting of golden bread on the waters of chance. It is more apt to sink than to return; and if it does return it is likely to be after many days.

The only thing certain about advertising is that it costs money. It costs money to think about advertising. It costs money to plan the campaign, prepare the copy, select the mediums, and engage the space. It costs money to acquaint the salesmen and the trade with the proposed advertising. It costs money to follow up the advertising when it is in progress, and it again costs money to find out what your advertising has accomplished when it is finished. The expense has finished many a concern long before the advertising had expired.

Doubt does not exist in the mind of the advertising agent. All is assurance and serenity, such as exists in the realms of the cherubim and seraphim. Given the right copy on the right product, occupying the right space in the right mediums, with a proper distribution of the goods, and the result—increased sales—is guaranteed. Every advertising agent knows, in his own mind, the only medium for the proper advertising of your product. Unless this particular medium or combination of mediums is used, the advertiser's money is thrown away. The advertiser must place the entire responsibility in the agent's hands. The agent's organization will then be set to work in his interest, and a plan will be evolved which may, or may not, meet with his approval. No matter. The agent will proceed to adopt what he believes to be the proper method and begin to spend the money. Patience, and confidence in the agent are essential to success.

The advertising agent is the most optimistic man in the world, when it comes to spending money not his own. The Star of Hope shines brightly over the dome of

every advertising agency, and across the doorway stretches the legend, "Leave doubt behind, all ye who enter here." So the advertiser places his fortune in the uncertain, but never trembling, hands of the agent, and hopes.

Some of us have learned by experience, however, that if advertising is to be made a paying proposition, for the advertiser, he must take most of the responsibility on his own shoulders, must furnish most of the gray matter that goes into the preparation of copy, and must supervise closely the selection of mediums that are to carry that copy. The advertising agent can and does render valuable service to the advertiser who is on to his job, and who does not take it for granted that his responsibility ends when he places his account with an agent.

Cigar Stores Capitalize Window Space

The United Window Advertising Company has been incorporated, with a capital of \$300,000, as a subsidiary of the United Cigar Stores Company. The new concern will have charge of the windows of all United stores, and will lease space in them to manufacturers whose goods are on sale by the company, charging against the United company whatever space the individual stores use for themselves. The premium functions and realty operations with respect to the stores have already been incorporated and capitalized. This marks a new step in the division and specialization of management in the chain.

Railroad Advertising in the Newspapers

Bromfield & Field, Inc., New York, is placing a series of large advertisements in daily papers of several Eastern cities for the Chicago, Milwaukee & St. Paul Railway, featuring the California expositions.

Paris Garter's Hand-Painted Window Displays

A. Stein & Co. are furnishing select dealers with hand-painted window screens done in gold and oils. The screens stand about three feet high, the paintings showing athletic subjects.

Hesse Leaves Corona

Robert Hesse has resigned as assistant advertising manager of the Corona Typewriter Company, of Groton, N. Y., to join the Tuthill Advertising Agency, of New York.

Advertising, the Remedy for Lumber Depression

Interesting figures were quoted recently by J. H. Bloedel, president of the Bloedel-Donovan Lumber Mills, in an address in Seattle. In a normal year the lumber business in the State of Washington amounts to \$90,000,000—twice the value of its agricultural products and nearly as much as all other industries combined. Chief among the causes of depression in the lumber industry, overproduction was cited. "The total output of all mills in the Pacific Northwest," said Mr. Bloedel, "when operating to capacity, is 13,000,000,000 feet, and in the greatest year of demand, 1909, consumption only reached 9,500,000,000 feet. This great capacity has never been absorbed by the markets that have as yet been developed."

Advertising was advanced as the means of broadening the lumber market so that the demand more closely approximates the output.

"Tom's Back"

Tom Murray, the Chicago clothier who failed a year or so ago after changing the location of his store, is starting in business again in the building where he made his first success, on the corner of Jackson and Clark streets. He achieved a national reputation through his original advertising methods, one of his stunts being to show a photograph of the back of his head, with the slogan, "This is Tom—meet me face to face." This idea has been resurrected for the posters announcing his opening. He is showing the same back view, with the wording "Tom's Back."

Glidden Finds a New Argument

The Glidden Varnish Company is advertising its plant to furniture manufacturers and other large consumers as "The Glidden Varnish University." A cut is used in which the buildings are arranged to form a campus, and the copy continues: "This is the Glidden Varnish University—the College of Varnish Research. An institution organized and incorporated for the purpose of imparting information regarding the science of varnish making. An institution equipped with every modern facility for the production of Glidden quality products."

Junior Ad Club Formed in Buffalo

Buffalo has another admen's organization—the Junior Ad Club. Its membership includes copy-writers, advertising artists, publicity men and others interested in advertising. Speakers of prominence give addresses the first and third Tuesday evenings in the month. The officers are as follows: L. B. Bird, president; Harry O. Mitchell, vice-president; Herman Ginsberg, secretary; Raymond Wander, treasurer.

Pilgrims Discuss "Creative Salesmanship"

E. St. Elmo Lewis, vice-president and general manager of the Art Metal Construction Company, spoke last week before the Pilgrim Publicity Association, of Boston, on "Creative Salesmanship."

"The problem of the world is selling," said Mr. Lewis. "This is the era of prevention rather than cure, but the distribution evil must be remedied. At our present ratio of increase in distributors every producer will be carrying a distributor in 1976."

"Salesmanship is personality plus—a scientific regard for the truth."

"When a man is not up on a thing he is always down on it."

"There is only one way to get first-class retail clerks and that is to get first-class retailers."

"You can't be a successful salesman without Domination, Authority, Knowledge. New England industries have too many father's sons with official titles, but lacking the Authority that comes from Knowledge."

"There should be a hope of reward. It should be remembered that the office boy works for the same thing as the board of directors—the 'long green.' The time will come when every board of directors will include a salesman and a laborer. Labor will never get the right vision of capital until it tries to run a corporation."

"Salesmanship is making people believe in you and your goods—establishing confidence in you and your house. The sales manager is the dominant factor in industry. Creative salesmanship consists of five parts: Examination, Formulation, Presentation, Demonstration, Closing."

Truman A. De Weese, publicity director of the Shredded Wheat Company, addressed the association on "The Pulling Power of Publicity."

Window Display Tells a Story

The sense of hearing, as well as sight was brought into play by a demonstrator in the window of the Liggett Drug Company, at Thirty-fourth Street and Broadway, New York, during a display a short time ago.

Although the temperature was low, many gathered in front of the glass to hear what was going on. As the demonstrator pointed to the superior characteristics of a foot toilet preparation which she was selling, she told all about it to a small hand telephone. The sound was carried to a large horn on the outside of the window and delivered to the audience in magnified tones.

A Special Advertising Service in New Jersey

John P. Duncan, who has been advertising manager of the Goerke-Kirch Company, department store in Elizabeth, N. J., is now rendering special service to individual advertisers.

"The advertising pages of COAL AGE are always looked over with interest, and we have installed much equipment advertised therein. The advertising matter is particularly valuable in keeping one posted on the advancement in design and construction of mining equipment and supplies."

Yours truly,

A. DAENZER,

District Supt.,
Madison Coal Corporation,
Glen Carbon, Ill.

COAL AGE is published by the Hill Publishing Company at 36th Street and Tenth Avenue, New York City. Also publishers of The Engineering and Mining Journal, Engineering News, American Machinist, Power. All members of the A. B. C.



© Judge

IN THE AUTHOR'S BOX

Judge has just one function as a periodical—to be a jolly reading companion of cultured people. As a jolly companion always does, he finds so much that is entertaining, pleasant and happy going on in the world that he hasn't any room in his pages for anything else.

And editions of 150,000 are required for the constantly increasing number of those Judge is pleasing with *real* humor, *well* illustrated.

J u d g e

The Happy Medium

New York

LUTHER D. FERNALD, ADVERTISING MANAGER

CONKLIN MANN, EASTERN MANAGER

P. F. BUCKLEY, WESTERN MANAGER

Making the Follow-up Letter Welcome

Persistence Oftentimes a Boomerang in Selling by Mail—How the J. I. Case Plow Works Plans Letters That Follow-up Without Giving the Dealer the Impression He Is Being Followed-Up

By Cameron McPherson

AN Iowa implement dealer—a connoisseur of real sales letters—has sent me the follow-up used by the J. I. Case Plow Works to secure and enthruse new dealers. The sales plan underlying these letters reminds me very much of the methods of two young office appliance salesmen I used to know in Cleveland.

Both were of an age, neither having much selling experience. When I first knew them, they had just finished the sales course and were on probation. They had been given a small territory in the outskirts of the city, a score or so of well-thumbed prospect cards and turned loose to either sink or swim.

The first month every thing went lovely, hopes ran high and reports bubbled over with optimism. Then, little by little, the enthusiasm of one began to wane. The promises, somehow, failed to materialize. He began to lose heart, and instead of staying out in his territory fell into the habit of visiting friends. He was beaten at the start simply because he didn't understand how to follow a man up without making him feel he was being followed up. A fighting, aggressive type, he would call on a man, get him as far as the promise, and then kill the sale through his tactless way of dropping in every few days to inquire "Have you come to a decision yet about installing an equipment?" or "are you ready to close this morning?" Eventually the firm gave him a position in its cost-accounting department, and I guess he is there yet.

The other is now manager in a Western city. He went after business in an opposite way. Be-

fore approaching the prospect he would find out all he could about him and his business. With that information in his pocket, he would then go to his man with a definite plan. If the prospect could not give him an order immediately, instead of coming in every few weeks to ask him if he was ready to close yet, he took an indirect course. He would draw on his knowledge of the prospect's problems and come in with some suggestion. Seldom did he refer to the promise, for he knew that every minute he was in the man's presence, the latter was thinking of it no matter what the conversation might be. In most cases the suggestion was turned down—but it served its purpose. It gave the excuse for the visit and acted as an indirect follow-up. The net result of this plan was that all the salesman's prospects were glad to see him whenever he called. By talking over the various suggestions the two got on a better personal footing, with the result that the work was pleasant and orders came in.

TAKING THE STING OUT OF THE LETTER

Now if the best results can be obtained in personal selling by mixing brains with persistency, why not apply the idea to planning follow-up letters? Instead of getting up a series of ten letters, each one referring to the last and asking the recipient why he has not replied, why not make our proposition in the first letter or two and then use an indirect follow-up, one which is persistent without seeming to be so? Why recall to the prospect's mind the reasons he has for not accepting our proposition when we can approach him from a different angle without that danger?

If you will notice these J. I. Case letters you will see that is just what they do. Their purpose is to get new dealers. The first step toward a new dealer is to get him to write to the house, so that he can be handled personally. So the sales manager of the company picks a popular selling article which he believes would ap-

peal to the kind of dealers he wants to sign up. Notice, he doesn't talk about his whole line; but he plans his letter (which is of the folder type with illustrated description on the inside spread) so that the dealer's whole thought will be focussed on the one big feature of this one particular implement. He writes on the gray "Cameo" letterhead of the sales department:

J. I. CASE PLOW WORKS
Racine, Wis., U. S. A.
Sales Department

It is not so much a question of what an article costs, but, what profit will it produce? Case goods are neither cheap—nor high—but worth every penny they sell for.

Take, for example,—

The J. I. Case New Foot-Lift Sulky Plow.

"The Plow a Man Can Pull."

Think what it means to the farmer! Will he hesitate over a few dollars when he realizes what it will mean to his horses that are pulling it all day long? Why, he could pay two prices for a Case Sulky and still save money every season in horse flesh.

Thousands of dealers in the United States are selling Case Plows and getting the top-notch price, making a handsome profit, of course, because the Plow is worth the price and will bring several dollars more than any other plow in the market, and then it satisfies and repeats.

One satisfied customer sends you more; that is cumulative; that means ultimate profit.

We want you for our agent in your locality. No matter what you are handling, it is worth your while to consider our proposition.

Fill out the card and mail it at once.

Yours truly,

General Sales Manager.

"Yes," you can almost hear the dealer agree, "I could sell a lot of those plows around here. There is Si Jacobs, he was complaining about his Doman plow being hard on his team; the 'man-pull' feature would make a hit with him. Then there is Frank Thomas I ought to be able to sell him one. I guess I will look into it." But just as he is about to sign the card a customer may come in and the matter is forgotten.

But the sales manager has provided for such an emergency. He has had a talk with the man who made this plow possible—the chief of the designing and experimental department. "I want you to

write a letter to these prospective agents—and for that matter our agents as well—and tell them something about your work."

DESIGNER TELLS HOW HE DOES IT

So the advertising department gets up a special letterhead, showing the designing and experimental staff at work both in the office and on the big Case experimental farm. This occupies the inside spread. Then on the first page of the letterhead the Chief writes this letter:

J. I. CASE PLOW WORKS
Racine, Wis., U. S. A.
Experimental Department

In my work as head of the Designing and Experimental Department, I always aim to design goods so they will be properly suited to the requirements of the locality where they are expected to be used.

I also aim to get them strong and substantial so the goods will stand up to the work and you won't be worried to death running after them.

Then we test them out thoroughly on the Case Demonstration Farm, and as a result, we put out goods that are right and will work properly in the field and satisfy the user so his neighbors will come to you for their implements.

I am glad to know you are handling Case Plow goods. There are none better, and there never was a nicer concern to do business with. The Case goods are the best that money and brains can produce.

When you come to Racine, I want to get acquainted with you. Have them bring you out to the Experimental Department so I can meet you personally and show you how we do things. Just ask for "Clem"—that's what they call me around the shops.

Yours truly,

Chief, Designing & Experimental.

P. S. I want to show you the Gold Medal they gave me at the last Convention. It is surely a beauty.

When Mr. Dealer opens and reads this letter, he recalls the sales manager's proposition, and probably sends in the misplaced card. But even if he doesn't, the message sinks in and he has a heightened respect for Case plows. All danger of rubbing his fur the wrong way by asking him why he had not replied to the first letter is eliminated, because so far as the dealer can see the two letters have no sales connection: this letter he reasons is from the man who designs the plows, and he is likely to think, "a decent sort of chap, too. I will look him up

Another Gain

The figures for February, 1915, as compared to February, 1914, show an increase of 9560 lines of advertising in Collier's, representing a net revenue gain of \$34,160.

With forms for one issue still open, the figures for March prove that it will be the biggest month in the history of Collier's.

The orders for space during 1915, already received, show that this year's business will break all past records.

Collier's ^{5¢ a copy} THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr, Adv. Mgr.

COLLIER'S CIRCULATION ISSUE OF JANUARY 16TH

Press Run.....	841,900
Gross	841,240
Net	829,542
Net Paid.....	820,012

Member A. B. C. and Quoin Club

"IN THE GERMAN TRENCHES"

By Senator Beveridge

Beveridge floundered through the mud of the outer German trenches and in this thrilling article, in the March 13th issue of Collier's, he describes his adventures.

should I ever get up to Racine." So he lays the letter down feeling kindly disposed toward the man and house. Even if he harbors reasons of his own for not taking the Case agency, he would hardly say: "It's a wonder those Case people don't stop wasting postage on me. They ought to know I'm not interested or I would have answered the first letter."

And the last letter of the series is very much along the same lines in plan and spirit, only this time it is the advertising manager who writes. He tells the dealer about what his department will do for him, and on the inside of the letterhead pictures the various selling help the company gives to dealers who put in the J. I. Case line—circulars mailed to his customers, a special house organ helping him sell more plows, imprinted catalogues, warehouse signs, agency signs, road and fence signs, lantern slides, newspaper electrotypes and personal service. The letter is brief, but persuasive. It follows:

J. I. CASE PLOW WORKS
Racine, Wis., U. S. A.
Advertising Department

In buying Case Implements, you get a great deal more than so much iron, wood or steel—you receive the aid and assistance of a vast selling organization to help you move the goods.

You will find the constant co-operation of the Advertising Department especially valuable in increasing your yearly sales and profits.

The business-building plans and methods, described on the inside of this letter—plans and methods that have been profitably used by J. I. Case dealers everywhere—are offered to you absolutely without cost.

Send us a select list of farmers in your locality and let us begin now to draw trade to your store.

Yours for increased profits,

Advertising Manager.

P. S. Be sure to drop into the Advertising Department the first time you visit Racine—we'll be more than glad to show you through.

By this time the dealer has fully decided that he will take the agency. He remembers the argument of the sales manager pointing out the repeat qualities and the quick selling features of the plow; then he remembers that friendly letter from the chief designer—and now comes the offer of advertising co-operation which

brushes away all remaining objections. So the sale has been made without the dealer knowing that he had been followed up. On the contrary he feels that he has three good friends in the Case establishment, instead of one. He quite probably would be surprised if you were to tell him that the last two letters were sales letters. "Sales letters!" he would argue, "what has a chief designer and an advertising manager got to sell?"

But that is the secret of the successful follow-up, just as it is the secret of successful selling. It is a real knack to be persistent without making the persistency apparent; to sell a man without his realizing he is being sold. The next time you prepare a series of follow-up letters look them over from that angle.

Makes Capital Out of Expired Railroad Tickets

February commutation tickets are, in most cases, not all used by the purchasers, on account of the short month and the two holidays which fall in it. Colgate & Co. found a way this year to turn these unused tickets to their own benefit in an advertising way. They advertised in the New York papers on the last days of February that every commuter sending in the unused portion of his ticket would receive a trial size of any one of several of the Colgate toilet preparations named in the advertisement. "New Ruling on All Commutation Tickets" was the heading of the copy, which occupied fifty lines across two columns.

DeWitt Resigns From New York "Herald"

Edwin Doddridge De Witt, general manager of the New York *Herald*, has resigned, to become treasurer and general manager of the *Editor and Publisher*. Mr. De Witt has been with James Gordon Bennett since 1901, serving successively as advertising manager of the *Evening Telegram*, business manager of the Paris edition of the *Herald* and advertising manager of the New York *Herald*, before he assumed the general management a year ago.

Additions to Lesan Staff

Recent additions to the service department of the H. E. Lesan Advertising Agency are S. P. Trood, for several years engaged in real estate and financial advertising work, and Norris L. Bull, for the past several years with the H. Sumner Sternberg Company.

Fruit Jobbers Endorse Advertising

At a recent convention of the Western Fruit Jobbers' Association, held in Los Angeles, the recommendation was made by the committee on publicity that the entire membership of the Association—410 of the largest jobbing houses in the western territory—should advertise in order to secure more business. This recommendation was accepted and adopted by the organization.

"If dealers in all cities," says the report prepared by T. D. Turner, chairman of the committee, "would decide to purchase at least a half page in the daily papers each day to let people know the exact situation in the vegetable and fruit industry, they would reap great benefits. We feel that ignorance in regard to this kind of advertising and publicity is very great. We recommend that all members of this organization try it out, and we cannot endorse too strongly the practice of advertising in the daily newspapers."

Trade Paper Appoints Advertising Manager

David B. Gibson, recently advertising manager of *The Gleaner*, at Detroit, and for three years previous to that with the Lawrence publications at Cleveland, has become advertising manager of *Brick and Clay Record*, with headquarters at Chicago.

Another "Week" to Be Celebrated

At a meeting of representatives of electrical manufacturers, jobbers, contractors, and central stations, held February 18, at the New York offices of the Society for Electrical Development, Inc., it was decided to hold a national "electrical and prosperity week" during the fall of this year or in the spring of 1916.

The manufacturers are expected to advertise this week nationally, while local electric light and power companies, with the jobbers, dealers, and contractors, will be urged to use newspapers, posters, electric signs, and other means of publicity.

The Society for Electrical Development may also do some advertising. At the meeting a committee was appointed to select an advertising advisory board from the advertising staffs of the members of the society.

Dealers' Names on Coupons

A page newspaper advertisement was used by the manufacturers of A. C. Reynolds Tooth Paste to introduce that product into Baltimore. The page contained 21 coupons, each coupon containing the name of a different druggist who would exchange a 25-cent tube of Reynolds Tooth Paste for the coupon when presented with 15 cents. "This Ad Is Worth 10 Cents" was the conspicuous headline in each coupon.

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Revised Discount Schedules to Curb Price-Cutting

Removing the Temptation to Cut by Lowering the Dealer's Discount—Not a Remedy for All Price-Cutting, of Course, but a Recognition of the Fact That Quantity Discount Is Chief Source of Cutting

By W. W. Garrison

Of the Nichols-Finn Adv. Agency, Chicago

"BUT I can't stay in business with that discount!"

A dealer for one of the big tire companies of this country hotly remonstrated, by long-distance telephone, with the branch manager over the news that had just been broken to him through the receipt in that morning's mail of the new price-list of this company.

It showed a reduction in tire prices amounting to approximately 10 per cent to the consumer. The secret of the reduction was shown in the new schedule of dealer discounts. This dealer formerly had been given a discount schedule amounting to something in the neighborhood of 22½ per cent.

The new schedule just then put into effect showed the biggest discount to be 12½ per cent. Ten per cent of his discount had been cut off. Instantly he figured up what 10 per cent of his total volume for the year previous was. At first blush he looked on that as his loss for the next season.

Then he exploded and excitedly got the branch manager on the long-distance telephone. He would pass up the line, he would quit selling tires, he would take on competitive lines, were some of the volcanic threats.

"Now, calm yourself, for a minute, Jim," the branch manager told him, "and I will show you some facts. What was your total volume of business in our tires last year?"

The dealer told him.

"All right, you sold 1050 tires—that figure is from our books here. Now, get this Jim—you cut

some, a little, didn't you, in prices?"

"Why, yes, where it was necessary to get the order," came back from the dealer.

"That's right, admit it. Well, your volume in dollars is just about 11½ per cent less than the retail price on 1,050 tires.

SHOWING THE DEALER FACTS

"Jim, old man, your price-cuts for the last year averaged 11½ per cent! You cut your prices more than we have your discount!"

"Now if you can't live on 12½ per cent discount, how in the world did you get by last year on 11 per cent—for that's what you sold tires at?"

"Another thing — you didn't make enough money last year. You lost in profits, that you should have had, 1½ per cent of the total volume of business you did. Now, my friend, this company insists that its dealers make money—that's the only way we ourselves stay in business. That's why we're going to insist that you hold to the list, Jim, and make that extra 1½ per cent—get me?"

Three of the biggest tire companies have just acted on the new discount schedule and indications are that others will follow before these words are cold.

For in that method they seem to have struck the solution of what some tire authorities are wont to term the "curse of the tire business."

Automobile owners became sold through the advertising of one concern on the quality of its goods—they went to the local dealer to price them.

The chances are, in the endeavor to get the order on the spot, the dealer offered a small discount. That aroused the buyer's suspicion. He went to another store to see what the discount there would prove. A little larger discount. And so on till the buyer wondered where the bottom was.

So that with the new tire schedule thousands of conversations similar to the above took place.

WE GUARANTEE, that of this issue 8,750 copies were printed; that of these 8,750 copies 7,398 were mailed to regular subscribers to the weekly edition, 250 were provided for counter and news companies' sales, 1,059 were mailed to advertisers, exchanges and correspondents, and 43 were provided for samples and office use; that the total copies printed this year to date were 83,300, an average of 9,255 copies a week.

The RAILWAY AGE GAZETTE and all other Simmons-Boardman publications are members of the Audit Bureau of Circulations.

What this means

In each and every issue of the

Simmons-Boardman Publications

there is printed a guaranteed circulation statement—gross, net, and average for the year.

Furthermore, that guarantee is a binding part of each advertising contract accepted.

This means that the advertiser knows what circulation he is paying for in each issue.

That the circulation is bona fide; being at all times subject to tangible proof—not mere claims.

That membership in the Audit Bureau of Circulations further guarantees circulation accuracy.

The Simmons-Boardman publications are headquarters for advertising to the railroad market. One or more of these can go on your list to good advantage:

Railway Age Gazette

Average Circulation 9,255

Railway Age Gazette, Mechanical Edition

Average Circulation 4,250

The Signal Engineer

Average Circulation 4,550

Simmons-Boardman Publishing Co.

New York

Chicago

Cleveland

Members of the Audit Bureau of Circulations

STELAD SIGNS

Pratt & Lambert, in their Vitralite White Enamel advertising, have made familiar to magazine readers that style of dainty picture which leaves much to the imagination as many more pictures should.

They carry out the same idea on beautiful **STELAD** 18" x 24" printed in five colors, placed in the stores where Vitralite

is for sale. There is no better or more timely word said for Vitralite.



Passaic Metal Ware Company
Passaic, N. J. New York Chicago St. Louis Boston

STELAD Should carry *your* sales message

The tire industry will be many times healthier hereafter if all makers follow suit. Good advertising will make sales that will not be knocked to pieces by price-cutting. A dealer who holds to the list in Chicago will not be out-discounted by another dealer in the same brand in Oak Park, let us say.

In many other industries, too, lately, the spanking of the price-cutter is going on and authorities are wondering if in this cutting of dealers' discounts they have at least a partial solution of the question.

In several industries with which the writer is familiar where this plan has gone into vogue it seems to work pretty well. It seems to put a quietus on the biggest part of the difficulty.

From time immemorial in fixing jobbing, dealer and retail price-lists, sales managers have said, "Don't make the discounts too long or they'll cut, but don't make them too short or they won't carry the goods." Where the middle course lies is a matter difficult in any business to determine ahead of time.

With most companies who arrive at such a solution as the tire people have brought about, it has been a matter of evolution.

HOW IT WORKED IN DRUG TRADE

Here is an instance in the drug trade, where price-cutting is perhaps more rampant than in any other like business. A manufacturer of a certain line of specialties was finding business destroyed right and left, particularly in large centers because of the price-cutting epidemic.

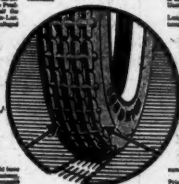
It became so serious that this manufacturer had a relative—starting in San Francisco—seek employment, "incog," at the toilet goods counters of the leading price-cutters of America. The relative worked behind the counter for short periods in practically every large city of the United States. Presence of an investiga-

For FAIR Price-Lists —that can be "taken SERIOUSLY"

THIS is a deliberate attempt to put the "Shanghai" of the tire industry on a fair basis. It is the only tire price-list in the United States that is based on the actual cost of the tire, plus a reasonable profit. It is the only tire price-list that is based on the actual cost of the tire, plus a reasonable profit. It is the only tire price-list that is based on the actual cost of the tire, plus a reasonable profit.

It is not an effort to sell the tire at a profit. It is an effort to sell the tire at a price that is fair to the consumer. It is an effort to sell the tire at a price that is fair to the consumer. It is an effort to sell the tire at a price that is fair to the consumer.

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Compare these Goodrich "Fair-List" prices with those of other tire companies.

With the Goodrich "Fair-List" prices, the tire industry is on a fair basis. It is the only tire price-list in the United States that is based on the actual cost of the tire, plus a reasonable profit.

It is not an effort to sell the tire at a profit. It is an effort to sell the tire at a price that is fair to the consumer. It is an effort to sell the tire at a price that is fair to the consumer. It is an effort to sell the tire at a price that is fair to the consumer.

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Size	Goodrich	Other
28x32	\$1.00	\$1.00
28x34	\$1.00	\$1.00
28x36	\$1.00	\$1.00
28x38	\$1.00	\$1.00
28x40	\$1.00	\$1.00
28x42	\$1.00	\$1.00
28x44	\$1.00	\$1.00
28x46	\$1.00	\$1.00
28x48	\$1.00	\$1.00
28x50	\$1.00	\$1.00

GOODRICH FAIR-LISTED TIRES

AN AD THAT PRECIPITATED A PRICE READJUSTMENT IN THE TIRE INDUSTRY

tor was, of course, unknown to the proprietor in the large majority of cases.

This "sleuth" spent nearly twenty months and finally wound up the investigation in New York City.

Reports came into the factory daily of the conditions that were observed, not only the price-cutting, its effects, but also substitution methods and other points touching the success of the manufacturer's line.

Within 30 days of the wind-up of the work, the dealer's discount dropped from 33 1/3 per cent, which is an agreeable figure to most

druggists, to 20 per cent plus a discount for cash.

The new price schedule made something of a sensation in the trade. Few makers of goods had had the nerve to try such an expedient. But having one of the best products in this line of trade, courage was mustered up to make the change. In this case the retail price remained unchanged.

From everywhere came protests by mail and telegrams. Some dealers vehemently stated it cost 25 per cent to do business. The habitual price-cutters were hit, however, where they lived and their condemnation was loudest.

All, however, were given a form answer, which was sent by mail and typewritten individually for each particular case. It told them some instances of the effects of the price-cutting evil—how the goods in some neighborhoods were not sold because dealers undercut each other until all of them let go as suddenly as if by prearrangement. The answer apparently had satisfactory effect. The salesmen, too, were given the form answer. They used it with jobbers and the latter's salesmen were asked to transmit it, in turn, to their trade.

To-day you rarely find a store where these goods are sold at a sensational cut. One big cut-price store, as an instance, formerly sold a 50-cent bottle as low as 37 cents. Only on sale days now, can the goods be bought for less than the legitimate list and never within 8 cents of the old price-cut.

In this case, too, the remedy came as an evolution.

One iron-fisted manufacturer of a 10-cent article that can perhaps be classed as a luxury has a whole-hearted way of blocking price-cutting jobbers.

A few years ago he found price-cutting was rampant among jobbers. One would take away another's trade with dealers by cutting the dozen or gross prices a few cents. It was not always possible to trace directly to the cutter.

Finally it was decided to number the packages. This was done. When a competing jobber who

had lost a certain dealer's business raised the hue and cry that "some one is cutting," and cited the particular dealer, the manufacturer instructed his salesman on the territory to drop in on the dealer and note the number on the packages in stock.

This done, it was an easy matter to pin the act upon the proper jobber. The latter then received a form letter signed by the president at the factory. It had all the earmarks of a personal letter. The jobber was told of the offense, told its evil effects, and warned that repetition meant the end of the jobber's supply. It was a short, terse, courteous letter, but covered the ground in such a conclusive manner that it is stated on good authority that no jobber cut the price after receiving this letter.

But the manufacturer did not have so serious a problem as that of the man who is selling goods where the discounts represent a goodly percentage of the list price of the goods.

It is in that class that the hardest problem presents itself. And in this connection merchandising authorities are wondering—in view of recent measures adopted by some of the more determined manufacturers—if the reduction of trade discounts is not, after all, the solution.

Some will differ in this viewpoint, inasmuch as there will always be dealers who will be willing to lose money on goods in order to feature them as leaders for sales. But certainly the plan eliminates some of the trouble experienced.

Under normal conditions, with short discounts, dealers will not cut—and so far as normal sales conditions go, the plan is proving its effectiveness.

It takes nerve and two-fisted earnestness. But with both those selling assets, manufacturers who suffer from the effects of price-cutting can do constructive work, particularly if their goods have the consumer support from national advertising and they allow the rearrangement of discounts to come as an evolution.

PRINTERS' INK



MORE MONEY WAS INVESTED

in the several catalogs here illustrated, without doubt, than in any similar group ever shown in a Printers' Ink advertisement. The editions of some run into millions and represent the world's largest users of printed advertising.

On the next page is a miniature reproduction of a style book cover printed by the offset process for one of our customers. No matter what your line may be, you will be interested in seeing a copy of this book, which is unique in clothing advertising. Write for a copy before our supply of samples is exhausted.

MAGILL-WEINSHEIMER COMPANY

1322-30 South Wabash Avenue

CHICAGO



The covers illustrated on this page were printed by the Photo-Offset Process

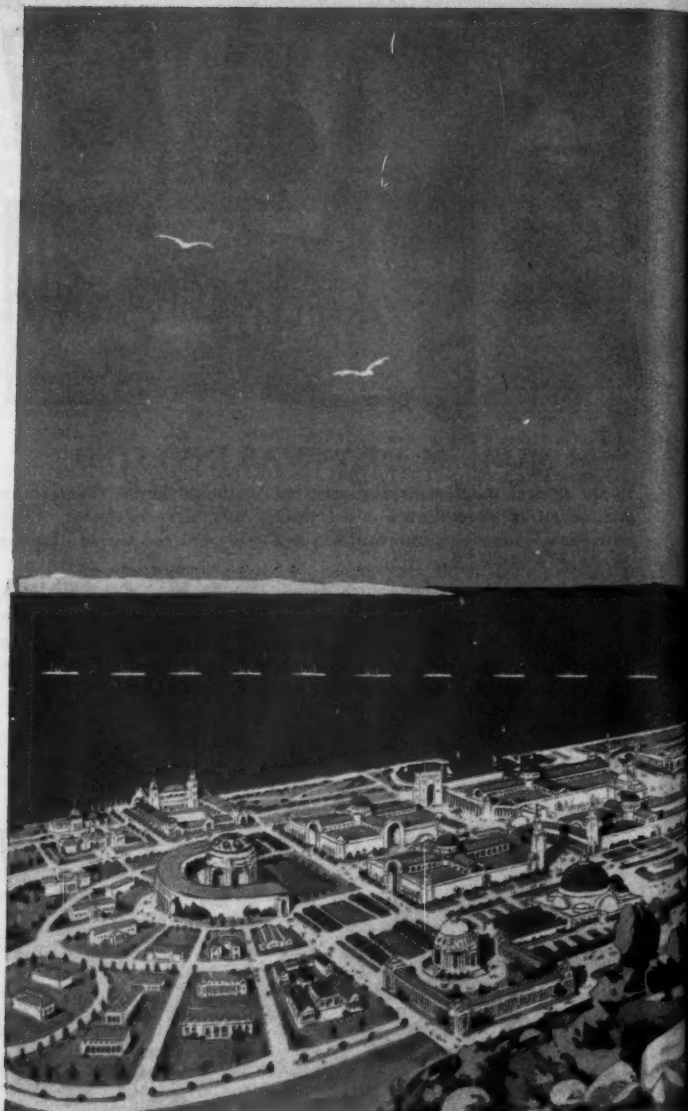


PHOTO-OFFSET PROCESS REPRODUCTION IN

Most advertisers now realize the tremendous value of Photo-Offset Process illustrations for creating in the mind of a customer that "resolve-to-buy" feeling which always precedes an actual purchase.

The garment on the figure in the foreground appears as the eye would see it in nature, with sharp and clear definition, yet having a soft, woolen-like

MAGILL-WEINSHEIMER COMPANY, 13



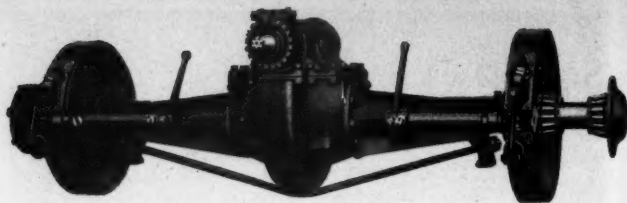
URE OF MEN'S CLOTHING STYLE BOOK

are without that "varnished" effect which never can be eliminated where
ly coated stock is used.

When EFFICIENTLY employed (as exemplified by the work we do regu-
for some of the largest advertisers in the country) the Photo-Offset Proc-
makes a suit of clothes or an oriental rug "look just like the real goods."

South Wabash Avenue, CHICAGO

(See pages 1 and 4 of this insert)



COURTESY { THE TIMKEN ROLLER BEARING CO
THE TIMKEN - DETROIT AXLE CO


CAN YOU IMAGINE


what the appearance *of* this mechanical illustration would be if printed on this sheet *of* antique paper by the ordinary halftone process? It would be so "muddy" *and* "filled up" that it would be difficult to recognize the subject—much less see any *of* the detail; whereas this reproduction by the offset process is sharp, clear, *and* distinct.

In addition to catalog *and* booklet covers, our production by the offset process includes complete catalogs, folders, hangers *and* broadsides, illustrating *and* featuring various mechanical *and* merchandising subjects, for which there is nothing better than the strong, antique paper that we are able to employ by this method.

As our service includes printing by both the halftone process on coated paper *and* the offset process on antique paper, we are in position to advise impartially which is the best suited for any character *of* advertising literature.

If you follow the up-to-the-minute policy *of* "To Sell Me Make Me Money" instead *of* the old, antiquated policy *of* "To Sell Me Save Me Money" (which often means a loss *of* money in results) you will be interested in our service.

If you will thoroughly investigate *and* analyze  service you will understand why the selling plans *and* literature we produce for our customers increase both sales *and* profits.

Write us today. We want you to know more *of* the advantages *of*  service, so that you will understand how well the cogs *of* our sales-producing organization will mesh with yours.

MAGILL-WEINSHEIMER COMPANY

1322-30 South Wabash Avenue

CHICAGO

Significance of the Federal Trade Commission Appointments

The Main Issue Obscured by Purely Political Considerations—Personal Qualifications of the Members Practically Unknown—Some Newspaper Comments

PRESIDENT WILSON'S announcement of his appointments to the new Federal Trade Commission has called forth widespread comment. It is regrettable, however, that the political aspects of the case have so thoroughly obscured the main question as to the fitness of the men who have been chosen to carry so great a responsibility. In many ways the five members of this new commission can exercise a greater power than any other group of men in the country. To them is given the authority to declare what is and what is not "unfair competition," and their declarations shall stand unless overruled by a federal court. They are able to compel the attendance of witnesses, and the production of books and papers. Their jurisdiction extends over every business concern, no matter how large or how organized, which does an interstate business, except banks and common carriers. They are authorized to publish any or all of their findings, except trade-secrets and names of customers. They may investigate whom they please, when they please, and wherever it suits them.

Such great powers and responsibilities ought to draw the attention of business men, and of the Senate, chiefly to the qualifications of the individuals who have been chosen. Instead of that, however, the comment in the newspapers and by members of the Senate, which must confirm the appointments, seems to be largely determined by the fact that three of the men are Democrats and the other two have Progressive leanings. That there will be a contest in the Senate over the appointments, seems probable, but what is even more probable is that it will be purely a political contest, with little regard for the fitness of the men

for the great duties they are expected to perform. That is all the more unfortunate because the qualifications of the appointees are practically unknown. If it so happens that they are absolutely the best men for the job, business men ought to be informed of it, and the only way such information may be had, short of an actual test of the Commission in action, is by a thorough investigation on the part of the Senate. If, on the contrary, they are not fitted by judgment and by experience for so important a post, only the Senate can intervene. As the *New York Times* puts it:

POLITICS NOT THE TEST

"The President has said that the Trade Commission is charged with duties rivaling those of the Supreme Court or the Interstate Commerce Commission. It is upon that plane that the appointments should be discussed. It is not in the public interest that the political or personal phases of the Commission should be emphasized."

Continuing, the *Times* declares: "The Commissioners themselves are entitled to be judged rather by their works than by their personalities. It is no sure disqualification that they are not men of national repute, and that they have no accomplishments to their credit upon the scale of the President's appraisal of their duties. They may be the very best men for the places, nevertheless, and it is both policy and justice to hope for the best so long as it is possible."

"There is the more reason to say this since there is hardly a chance but that disappointment awaits both them and the country. . . .

"The time is opportune to ask the country what it thinks of the course of Government policies,

all personal and political aspects being laid aside. It is time to take notice that the majority of a score of men have nearly absolute power over affairs intimately concerning all trade on a national scale. Three is a majority of the Trade Commission. Four is a majority of the Interstate Commission. Four is a majority of the Federal Reserve Board. . . .

"The Trade Commissioners are to put right what is wrong in business. In particular they are to prevent 'unfair' competition. But what is unfair competition, and how is it to be corrected? The idea is that the Commission is to improve upon present methods of determining that difficult question. Will the country wait as long as in the case of the Interstate Commerce Commission's strenuous and still incomplete efforts to say what is a reasonable rate? Will the Trade Commission reverse itself, like the Supreme Court, and end after many years where it ought to start by assuming that business settles such matters for itself, in accordance with laws superior to statutes? We seem to have put a dozen men in positions to decide questions which used to be settled by juries, grand and petit. The idea seems to be that statutes supersede common law and merchant law, and that the methods of business can be overturned by such puny efforts. Sympathy should be extended to the gentlemen who have accepted such tasks, and who are abused even before they have failed."

Though, as stated above, much of the newspaper comment bears upon the political aspects of the case, the extreme importance of the appointments is reflected from various angles. The *Baltimore News* declares:

Nobody knows where the activities of the body will lead it, while there is more or less fear entertained that the commission will do nothing or else mischief.

The commission is to be in absolute touch with business, the law and the public; it is to keep the one straight, the second clear, the third insured against its own suspicious nature.

No Federal trade board can fill this role to satisfaction except its members know well the problems and routine of business when carried on by large cor-

porations; except they have no political axes to grind; except they are thoroughly conservative; except they are thoroughly practical; except they understand fully the difference between regulation and persecution, just blame and ready suspicion.

In the personnel of his instrument the President tests the efficacy of the instrument itself. The board must be a true regulatory body, a nonentity or a nuisance; one of them its members will make it.

The New York *Sun* is of the opinion that the chief significance of the whole matter is political:

If the first impression which the new Federal Trade Commission gives is that it reeks with politics, the fact is not surprising. It expresses the very law of the commission's being. The only qualification respecting the appointments to the commission was that "not more than three of the commissioners shall be members of the same political party." Nowhere in the law is there the slightest suggestion that some or all of the commissioners should be men of business experience. The only statutory restriction regarding them is political.

The law creating the new body of business regulators had its origin in the realm of politics; it did not emerge from the facts and necessities of business experience as did the Federal Reserve act. Politics of a non-business sort tends toward anti-business politics.

There is always the chance, of course, that the performance of the Federal Trade Commission may be better than the promise of its beginnings. This, however, is all on which the business community has to rely in seeking, as it must, to make the best of the fresh manifestation of the meaning of the New Freedom.

The Brooklyn *Eagle* is more optimistic in its view:

The *Eagle* has editorially analyzed the list, and has found that there is no reason to anticipate hostility to big business from Edward N. Hurley, president of the Illinois Manufacturers Association, or from William H. Parry, president of the Seattle Chamber of Commerce; that William J. Harris is a cold statistician without prejudices; that George Rublee is a lawyer of high standing in his State, and that Joseph E. Davies is fair-minded though an enthusiast.

This commission has vast powers to check what are regarded as dangerous phases of industrial, commercial and financial development. The Clayton Law prohibits "tying contracts," interlocking directorates, and various other things that have been common enough in the past, and that some business men think are useful rather than harmful. With the power to send for persons and papers, to go into the books of any corporation, to take initial steps for the prosecution of alleged offenses, the new commission might easily harass a very large number of victims. We regard the men selected as incapable of so misusing their functions.

The Philadelphia *Public Ledger* fears that the political complexion of the commission is an index to its future activity:

President Wilson himself announced a few months ago that business was to have a rest. He intimated as plainly as words permitted that in future the nation's industries would be assured of freedom from that excessive zeal for meddling which has characterized legislative and congressional efforts during the past few years. A closer study of the personnel of his Interstate Trade Commissioners suggests that several of the appointments are in the nature of a liquidation of past political debts, without especial reference to particular fitness for the work to be done. This means that business will not place that great confidence in the commission which is essential if we are to experience the promised new freedom from useless assaults.

The commission itself may make the new law tolerable or it can make it intolerable. It will surely make it intolerable if the partisan bias exhibited by the President in its selection shall be an index of its future work. There is too much politics in this board.

Leslie's Weekly will say:

Too bad! The Trade Commission, which is to regulate industrial corporations as the Interstate Commerce Commission regulates the railroads, has at last been appointed by President Wilson. It was hoped that some of the most eminent business men in the country might have found a place on this important body, but only one of the members, Mr. Edward N. Hurley, president of the Illinois Manufacturers' Association, is a business man of experience. Mr. Wm. H. Parry, of Washington, was treasurer of the Seattle Chamber of Commerce. The chairman of the commission, Joseph E. Davies, of Wisconsin, is secretary of the Democratic National Committee. Mr. William J. Harris, of Georgia, is chairman of the Democratic State Committee of Georgia, and Mr. George Rublee is a New Hampshire lawyer. When the bill was passed, it was contemplated that two of its members should represent the minority or Republican party, but that party has been ignored in favor of two Progressives—Messrs. Rublee and Parry. After what the railroads have suffered from the regulation of the commission, there is abundant room for apprehension as to the policy the new Federal Trade Commission may pursue. It rests with the members of that body to remove this apprehension, or to be themselves removed in due course of time.

From the Boston *Post*:

As in most other cases of public service, we shall have to judge the new commission by what it does, not by what it is composed of. If it is incompetent, we shall not be long in finding that out.

The Philadelphia *Inquirer*:

A commission of wise and conservative men might prove helpful, but nothing

like helpfulness can be expected from this one.

St. Louis *Globe-Democrat*:

The commission has not great power to injure any business. But it can require reports, annoy with unnecessary hearings and otherwise harass all large corporations doing an interstate business except such as are under the jurisdiction of the Interstate Commerce Commission.

The Washington *Post*:

Since Congress set a high standard for the character and composition of the new commission, the Senate should insist that the members composing it shall be men of the first rank.

War's Effect on Harvester's Foreign Business

CHICAGO, March 1, 1915.

To the Stockholders of the International Harvester Corporation:

It is impossible at this time to make any accurate statement relative to the ultimate effect of the European war on the Corporation's business in Europe.

At the present time no report of war damage to the plant or warehouse properties has been received. The French works at Croix, near Lille, are closed; the works in Germany and Russia are operating with reduced forces and under handicaps in securing materials for manufacture. The works in Sweden are operating to capacity. Collections in all of the belligerent countries are satisfactory, but serious difficulties are encountered in transferring funds from some of the belligerent countries to the United States. Substantial losses would be sustained if exchange were effected at the existing quotations.

The Company is not now, and is not likely to be, under any financial embarrassment by reason of the situation outlined above.

Our European exports from America for 1915 will be greatly curtailed owing to difficulties growing out of the war.

No accurate statement of the Corporation's financial condition can be made at this date, but there is no reason at the present time to apprehend that any losses that are likely to befall the Corporation, either to its foreign plants or receivables, will do more than diminish the accumulated surplus, that on December 31, 1913, was \$18,848,624.00. Under existing conditions the necessity of omitting the dividend payments on the common stock is apparent.

By Order of the Board of Directors.
CYRUS H. MCCORMICK,
President

Des Moines "Capital" Aids "Register and Leader"

The Des Moines *Register and Leader*, which was completely burned out recently, is being printed at the plant of the *Capital*. With the exception of linotype service, the *Capital* has sufficient equipment to take care of its neighbor's morning, evening and Sunday editions, in addition to its own issues.

Educating the Public to Dry-Cleaning

AN elaborate campaign in behalf of the National Association of Dyers and Cleaners is now being planned, and the advertising will probably begin to appear about the first of May.

The business of the dry-cleaners and dyers has been seriously cut into by the small tailor and clothes repairer, whose establishments are found in every section of the larger cities and in the smaller towns as well. It is quite generally the opinion among the dry-cleaners that the little pressers, located just around the corner in most every section of town, have brought the business into a certain disrepute. This has been effected by the demoralization of prices and by inferior workmanship and service. A considerable investment in expensive machinery is demanded on the part of the dry-cleaners, whereas no such outlay is required from the "tailors" who press a suit for 35 cents. But it is difficult for the public to discriminate or to draw the line of demarcation, and consequently the whole industry has come to be regarded with a certain amount of suspicion.

The public will be shown by the forthcoming advertising wherein dry-cleaning is preferable to the other sort—that it really *cleans*, and does not send the clothes on an early road to ruin. The label of the National Association will be given widespread publicity, and all garments cleaned by members of the association will have this emblem attached as a label when they are returned. Every member will display the label, in large size, in his store and it will be played up in the newspaper advertising.

The campaign will be financed by assessments upon all the members, and will be handled by the Parsons-Powers Company, of Columbus, Ohio. Package inserts, mailing pieces and newspaper advertisements will be prepared for all the members, although the local members of the National Association in the various cities

will pay for the newspaper space used.

A fund for national advertising will be started, although the national campaign is not considered in the plan for the immediate future.

Teach Men to Knit

The World Star Knitting Company, of Bay City, Michigan, manufacturer of World Star hosiery and "Klean Knit" underwear, has received a war order for 2,000,000 pairs of socks, forcing their plant to run twenty-four hours a day. In filling the order a peculiar condition has arisen, as women operatives, exclusively were employed in running the knitting machines, but the factory laws of Michigan forbid the employment of women at night. In starting its night shift the company had to break in an entirely new and inexperienced force of men to the work, and was confronted with the problem of teaching men to knit before putting the shift to work. D. L. Galbraith, general manager of the company, states that they have had an eighty-six per cent increase in their regular business over last year, exclusive of business caused by the war.

Advertising Men Should Sell Ideas

"The success of any advertising campaign is properly judged by its share in the production of sales results as shown at the end of the season or campaign," said Frank W. Farnsworth, manager of the J. Walter Thompson Company, of Detroit, in a talk before the Detroit Adcraft Club on "How Ideas Are Sold." "The mission of the advertising man is the mission of education—awakening the dormant desires in the inert mass called the public mind, touching the springs which underlie human nature into responsive action. In other words, instead of selling merchandise to the public, the advertising man's calling requires more subtle skill—that of selling the ideas."

Ad Men Plan Trade-Mark Parade

Walter S. Donaldson, president of the St. Louis Advertising Club, is chairman of a committee which plans a Trade Mark Parade, at the Made-in-St. Louis Carnival and Fashion Show which will be held at the Coliseum, March 15 to 20. It is proposed that local manufacturers, jobbers or retailers who own or control trade-marks of St. Louis-made products, may enter a live figure or figures twice daily in a triumphal procession throughout the Coliseum during the carnival. The parade is to be headed by a trumpeter, costumed as "St. Louis." This is a development of the St. Louis Pageant spirit, as applied to local advertising.

Sell America First!

We are slogan-ridden.—We are adjured to See America First, to Buy It Now, to push Made in the U. S. A., and so on.

Our manufacturers, above all things, are exhorted to jump in and capture the South American and other neutral markets.

Yet, all the while, the best of all markets, the American, familiar to us, having our own laws, moneys, credits, customs, is—for many manufacturers—not half developed.

TODAY'S recent investigations show that not more than ten American manufacturers have anything like a 100% distribution—and they only by virtue of intensive advertising.

The moral: Get your product into the villages, towns and counties of your own land, by advertising. A customer is a customer; but an American customer is the most profitable, the easiest understood and catered to, the most lasting.

If your article is not bought as it should be
in small towns, advertise in

**TODAY'S MAGAZINE
FOR WOMEN**

WERE YOU EVER CARRIED BEYOND YOUR STATION

going home at night because you got so absorbed in ST. NICHOLAS that you forgot everything else?

We know one father who had that experience recently.

Yesterday we got a letter from a man investigating the advertising value of certain magazines on his own account, and he said: "I was a little surprised to find that ST. NICHOLAS was read by the older members of the family." He found mothers read it "to keep in touch with their children." Fathers read it "so as not to betray their ignorance when questioned later by sons and daughters."

We know a man who has ST. NICHOLAS addressed to his office so he can get primed up before his children begin to ask questions!

Father reads the advertisements, too. He thinks they are mighty interesting reading, and they are. Our advertisers take a lot of pains to make them interesting and easily grasped. So one young reader writes us: "My mother does not read 'ads' in most magazines, but she does in ST. NICHOLAS—and so does my father—because they are so clear."

But the fathers and mothers of this country don't get any more pleasure out of ST. NICHOLAS than we do in the Advertising Department when we read the letters from their sons and daughters. We got 1,400 such letters between February 1st and 20th.

If you ever feel pessimistic come on over to Sunshine Headquarters and let the ST. NICHOLAS readers cheer you up.

(The Advertising gains of ST. NICHOLAS for the last five months as reported by PRINTERS' INK, read like this: November 4 pages; December 6 pages; January 3½ pages; February 3½ pages; March 4½ pages;—and April looks like the biggest issue we have ever had outside of the big Christmas numbers.)



ST. NICHOLAS

Selling a Specialty in the Face of Corporation Red Tape

The Story of a Salesman Who Had to Break His Own Paths Through an Untried Market

By John W. Desbecker

A TRIED, sterling article and an untried market—that was the situation that faced me. I didn't know whether I should feel that my gameness as a salesman was challenged or should feel properly nonplussed at the job of tackling a market where the reefs and shoals had never been charted. In common with the majority of specialty salesmen (although I know better), I continue to imagine that the life of a seller of staples must be truly idyllic—an existence in a bed of perennial roses.

The business must run something like this, I fancy. Take the jewelry salesman, for instance. He sends his samples to his customer's store and breezes in. "Here I am again, Mr. Goldman!" he cries, shaking hands heartily with his right hand, while by some prestidigitator movement with his left hand he tosses open his sample-trays with a "What do you think of these?"

Mr. Goldman now stands in rapt admiration, murmuring, "You've got a wonderful line this year, Abe, *ausgezeichnet!* I'll have to take this piece and this—"

Notice that the traveling man in this case said "again" when he entered. Observe the familiarity of the buyer—calls the salesman Abe!

When I compare my experiences with one like the above I have to ask the public for sympathy for the poor specialty salesman.

PIONEER WORK FOR AN UNKNOWN ARTICLE

Take my case. When I entered a man's office he did not know me from Adam. I had such an enormous territory to cover that I could rarely call on any man twice. To sell by mail had been proved impracticable. I had to

see and sell a man on the first call or pass him up. After the first sale we could rely fairly well on the intrinsic merits of our goods to bring repeat orders.

The man who has continually to meet and sell stranger after stranger has a hard row to hoe. He often becomes convinced that Russell Sage was right when he said "Pioneering does not pay."

The organization of the company which I worked for is of some interest.

A wealthy steel man who can be called Jameson was the vice-president of a Western company and had for his personal customer a large Michigan manufacturer. Twice a year regularly he called at the Michigan plant and took away a big order each time.

On one of these visits the engineer of the company stopped him as he was passing through the courtyard near the engine-room. "I'd like to have you look at something I have here, Mr. Jameson," he said.

Jameson had chatted with the engineer on previous occasions, and went to see what was to be seen. The engineer, it developed, had invented a valve which, he explained, had many advantages over existing valves. Jameson investigated, found that the device was good, bought up the patents and with a few business associates started a valve company as a sort of side line.

Soon after the company was organized I joined it. The shop superintendent demonstrated the merits of the valve to me and pointed out the defects of competing products. With this short training I was sent out to bring in orders. Where I should go, whom I should call on, how I should sell, etc.—all these things were left to me.

Mr. Jameson, I should mention, was the star salesman of his steel company—one of the cleverest salesmen it has ever been my pleasure to meet. He thought that if he was successful through the adoption of certain sales methods, others could follow in his footsteps with equally satisfactory results. He did not know much about advertising—never having felt that he needed any, particularly as he had held his established trade and had sold the same lot of customers for about a dozen years.

So I went out unheralded, the bearer of an important valve message to the waiting world.

At each place I had to explain that I represented a certain valve company, that they made a valve which was needed by the man I called on, because it was better than any valve which he was using.

"But," an advertising expert would say, "that was a foolish procedure. The salesman should have an advance guard in the form of a flock of interesting and instructive mail-sent-direct advertising booklets, in case the firm refuses to do trade-paper or general advertising."

That is often true, and it would ultimately have been true in my case.

STUDYING THE METHOD OF ATTACK

Gradually I formulated a kind of standardized selling talk. As it happens I am not a six-footer weighing 300 pounds, who can sweep aside obstacles by sheer size and extraordinary personality. I decided that I would have to win out by persuasion and intensive application of facts. I finally adopted the climax form as that best adapted to my needs.

Some remarkably brilliant men whom I have known use the "shock" style of approach with great success. You know what I mean—the "Mr. Jones, if one of your men is killed the blame may be placed on you!"—impressive pause—"this is due to the weakness of your type of boilers. Now, our special patented," etc.

Personally I never felt that I

had the nerve required to get away with a scheme of this sort. I would start in by mentioning the name of my firm, what we made, and how we came to make it. I found that almost everyone was attracted by a bit of biography describing how the inventor came to hit upon the essential details of our valve.

No one could say that he knew all about it, because not one man in ten thousand had ever heard of it. Before my prospect could get in a word I pointed out the features of our valve and then gave him the talk he would have given me had I allowed him the opportunity.

"You are probably using such and such type of valve now," I would say, "you know that, although it is not expensive, it has a short life, gives considerable trouble, due to failure at this and that part, and is never highly efficient. You find this to be the case, don't you?"

That "don't you" was my cue to stop and give my customer a chance. He usually admitted that they had some troubles, and from this it was up to me to lead him up to a trial order.

A few stories of mine may be of assistance to others selling the railroads and large manufacturing corporations.

HEDGED IN BY OFFICE HELP

First of all, I would say that the bane of my life were telephone girls, who would 'phone in "Mr. — is here, do you want to see him?" I would tell the girl in every case that I wanted my card sent in. It was altogether too easy for a purchasing agent to hear "Mr. —, of the — Valve Company," and say "Tell him nothing doing. We're not interested."

You can't sell a man if you can't see him, and I fought that "not interested" as I would the plague. Many a time I envied the mailman who entered the sacred portals with no one to say him nay.

Right here I would comment on the habits of purchasing agents. Most of those whom I called on

(Continued on page 49)

TOWN & COUNTRY'S standard in typography, engraving, paper, ink and press work, is in harmony with its recognized quality editorially.

Beginning with the first issue of 1914 a policy was adopted of four printings for the covers of TOWN & COUNTRY. American advertisers have been quick to respond to this opportunity for really exceptional reproduction work.

All of the back covers for 1914 were sold months in advance—so were a considerable share of second and third covers. The exceptional and diversified character of the firms represented speaks for itself:

BACK COVERS

Hotel Knickerbocker	Hamburg-American Line
Egyptian Dieties	Pall Mall
Rauch & Lang Carriage Co.	The Pierce-Arrow Motor Car Co.
Cluett, Peabody & Co., Inc.	The Baker Motor Vehicle Co.
Stevens-Duryea	Coldwell Lawn Mower
Fatima	L. E. Waterman Co.
Packard Motor Car Co.	Murad
Firestone Tire and Rubber Co.	United Fruit Co.
Bull Durham	Globe-Wernicke Co.

SECOND and THIRD COVERS

B. Hammond Tracy	London Life
The Peerless Motor Car Co.	The Davey Tree Expert Co.
The Republic Rubber Co.	Columbia Graphophone Co.

COVER RATES

Back Cover (three-process colors and black)	\$375.00
Second and Third Covers (three-process colors and black)	\$300.00
Third covers face two columns of reading	

TOWN & COUNTRY

389 Fifth Avenue, New York

Town & Country



The Stuyvesant Company
NEW YORK PARIS LONDON

MANY publishers are pleased to consider the quality of ink a minor detail. When we first began supplying ink for TOWN & COUNTRY covers, it was a surprise to learn that any publication could or would afford to leave itself such a wide margin of safety to assure perfect results.

EAGLE PRINTING INK CO.

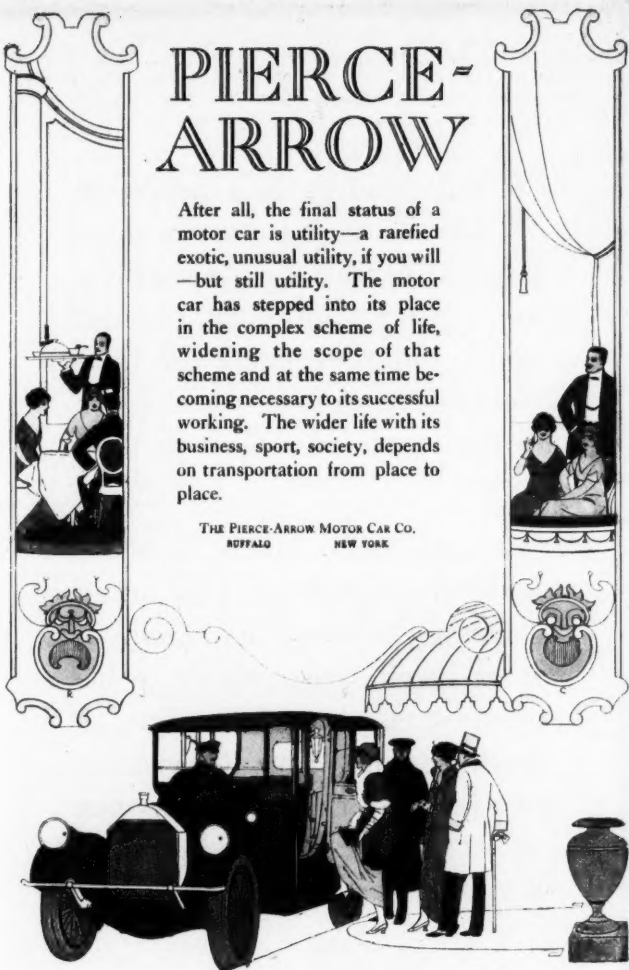
24 Cliff Street

New York

PIERCE- ARROW

After all, the final status of a motor car is utility—a rarefied exotic, unusual utility, if you will—but still utility. The motor car has stepped into its place in the complex scheme of life, widening the scope of that scheme and at the same time becoming necessary to its successful working. The wider life with its business, sport, society, depends on transportation from place to place.

THE PIERCE-ARROW MOTOR CAR CO.
BUFFALO NEW YORK



IT would be a paradox to give to readers of **TOWN & COUNTRY** a grade of colorplate engraving which could be questioned by the most discerning expert in the country.

Every issue of **TOWN & COUNTRY** is printed from plates as exceptional in character as those used in this insert.

COLORPLATE ENGRAVING COMPANY

311 West 43d Street

New York

THE printers of a periodical like TOWN & COUNTRY must have a facility for assembling many factors into one pleasing unit. But they must also have comprehension of why each block in the mosaic is shaped as it is.

When the materials at hand are so adroitly formed as they are in TOWN & COUNTRY, the joining of them inspires the printer to his greatest efforts. Our pride as craftsmen has been to execute satisfactorily the ideas of laymen who recognize that good printing is truly an art.

BLANCHARD PRESS
418 West 25th Street New York

were very courteous. Still there were exceptions.

With all my power I wish to condemn the practice of some buyers of having a salesman wait for hours, merely to tell him, "We do not want anything." Every purchasing agent should in common decency make it a rule to see quickly all those salesmen whose visits he feels sure are futile. Why waste a salesman's time unnecessarily?

Once in Cleveland I rode out to the suburbs and plowed through a terrific snowstorm to reach a big plant. I arrived at 2 p. m. and sent in my card. The office boy said that the purchasing agent would see me soon. So I waited; 2:30 came, 3 o'clock, 3:30 passed and I began to fidget, 4 o'clock rang and nothing stirred. I called the boy. He said that the purchasing agent would see me soon. At 4:30 the purchasing agent came out into the main office to talk to a bookkeeper. The office boy told him that I was still waiting. He walked over to me, glancing at my card as he came. When he came near he tore my card in two. "Nothing doing on valves," he said, and turned to go back to his room.

That was the final straw. I had fought through a storm to get this! My feet were wet and I had caught an A No. 1 cold.

"Say!" I called out. My voice was so hoarse that it rasped like a file. He stopped in surprise, and everyone in the room turned to look at me. Then I let go. Whether I sold him or not mattered to me not a continental hang. I told him that I had waited two and a half hours, that I had expected and was entitled to the usual civilities, that I had a product better than they were using, which would be looked on favorably by their experts. I told him that I deserved a hearing, and that as a purchasing agent it was his duty to find out what I had to sell.

He listened in amazement and finally apologized. I outlined the superiority of our valve in about forty words and asked him to send me to the master mechanic.

He opened the gate and I passed through the office into the machine shop and saw my man. As I expected, he was interested; they had had trouble with their valves. I suggested a trial installation, and, as we guaranteed our goods for a year, he had nothing to lose. So I had him go back with me to the purchasing agent. I got a \$500 order and departed at 5:30. The nervous tension had been so great that I felt all in when I got on the street-car.

SEE THE RIGHT MAN IN THE ORGANIZATION

In selling corporations the first rule to observe is to reach the right man. Almost invariably to close an order it is necessary to get the operating or manufacturing departments to specify your goods. You have then to satisfy the purchasing agent that your price is right. To close in a single interview it is always advisable to bring the engineering and the purchasing departments together.

Never believe in "I'll send through a requisition to-morrow." There's many a slip. If you get your man going, stick like glue. If you need dimensions, use a rule and get them. If you need specifications, make them haul out blueprints.

Ask a salesman the most puzzling type of man to sell, and he will usually admit that it is the kind that never talks. I grew embarrassed on several occasions like this. I entered, told my whole tale without a single interruption. Still my auditor said nary a word. All I could do was to ask him whether I could sell him some valves. If he said no, I had to quit.

The preferable attack in an instance of this kind was, I found, to shoot in question after question as soon as I perceived the clamlike propensities. This usually broke the ice, and thereafter all went as sweetly as a wedding bell.

In Pennsylvania I wandered into a railroad shop and met the chief engineer, who was a sphinx such as I have described. I started to tell my story and he examined

my valve model. Suddenly he said, "That's enough." He rang a bell and I waited. The engineer in charge of tests came in. The chief handed over my model. The test engineer examined it closely, and finally remarked, "Looks pretty good."

"Try it out?" inquired the chief. "Yes, it would be worth while," was the reply.

The chief wrote out a requisition for the size valves he wanted. I thanked him, but he was already engaged on some other business. I had heard but about 15 words spoken by the officials of the road, but I got my order. These men knew their profession. They could see at a glance everything there was to know about the valve. From which I learned that it is not always necessary to tell a long story in order to make a sale.

Two months later I wrote inquiring about these test valves. The brief reply was, "Still under test—no report yet." Four months later I wrote again. No reply. A week later a big order came in from this shop. Then in quick succession mail-orders came in from their plants in a half a dozen different cities. I found afterwards that the chief engineer had sent out a circular letter recommending our valves throughout the system.

This, however, is not a typical case and should not be taken as such. It is well for advertisers to know that it is usually necessary to convince the proper official at each individual plant of a corporation which has many shops scattered through the country.

ARGUMENTS THAT WERE SUCCESSFUL

My most effective arguments, I found, were novelty (this got their attention), durability, insurance of continuity of service, and ease of repairs and replacements. Price was not of first importance. Yet the valve which I sold was high in first cost. Usually I slid over this fact as much as possible. When it was brought forward I had as counter arguments low cost of repairs and high efficiency resulting from its use.

Most corporations are willing to pay a fair price for anything that is proved superior. Actual service trials are more convincing than letters and pamphlets by the bushel.

Not infrequently I would find that the better policy would be to start off on the offensive. I would announce that I was selling a higher priced product and then proceed to show why it was the best that could be made.

Finding all the customer's possible objections and then proceeding to demolish them seemed the best all round plan.

Confidence and aggressiveness. I soon discovered, were invaluable.

FAINT HEART IS NO SPECIALTY SALESMAN

Because of my honest conviction that I had something to sell which the man before me ought to have in his plant I soon found myself landing many of the big fellows with the awfully-hard-to-sell reputation.

In some cases the purchasing agent was the proper man to see. In other instances he was not—all technical matters being left to the engineering staff. Sometimes only one man could place an order. Again, any of a dozen men might send the salesman away happy. Good judgment and tact are excellent qualities in specialty selling.

Frequently to get past the purchasing agent to see the superintendent or engineer required considerable ingenuity.

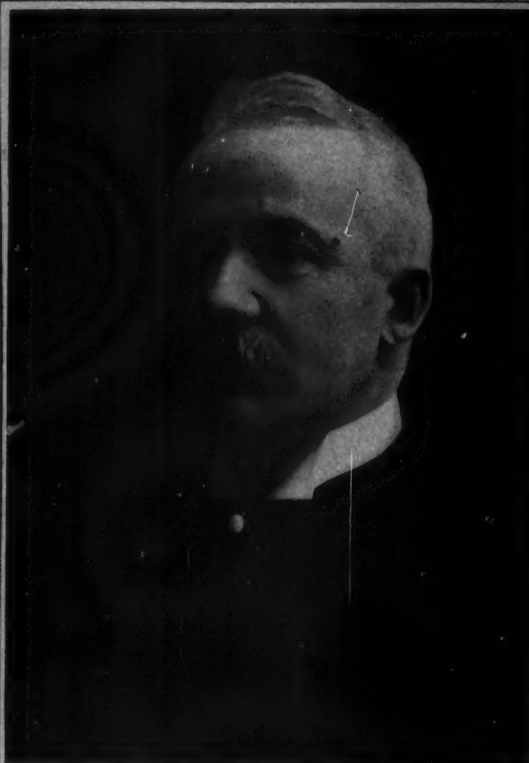
On my calling cards I had in colors a cross section of the valve. This was evidently new, so in most cases I got a hearing. But if I could not get to see the engineer, in case the buyer was not enthusiastic, I often had to take a chance.

Once, in Springfield, the buyer listened and concluded, "That looks like a good valve, all right. We do not need any now. In case we do you may hear from us." I could see that the man I was talking to knew nothing about the subject, and that I was being politely turned down. I asked permission to see their technical



"IN GENERAL, WHAT BUSINESS MEN WHO KNOW THEIR BUSINESS WRITE IS WORTH READING AND OTHER BUSINESS MEN WILL READ IT AND BE HELPED BY IT. I READ SYSTEM, THE MAGAZINE OF BUSINESS, ON THIS ACCOUNT AND FIND IT INSTRUCTIVE."

James Logan



BUILDERS *of* AMERICAN BUSINESS

JAMES LOGAN

**GENERAL MANAGER OF THE UNITED STATES
ENVELOPE COMPANY**

NUMBER XXII in the series of portraits of readers of SYSTEM

men, but was informed that this was impossible.

This was a big plant and I hated to lose out. So I went around to the back, forgetting to see the sign on the door reading, "Positively no admittance." If I had not ignored signs like this I would not have sold nearly as much as I did.

In the engine-room I saw two men at a desk and guessed that they were the chief and the superintendent.

They saw me coming and looked me over.

"Whad d'ya got?" inquired the chief.

"A valve," said I.

"Let's see it," said he.

I fished out my well-polished sample and the two men silently took it apart and scrutinized it from all angles. They said nothing. Nor did I. It was another opportunity to let the goods sell themselves. The chief reached over for an order blank and wrote out an order for 24. I filled in the price. The superintendent glanced over the sheet and signed his name.

"Rush that shipment," he remarked.

Wonder of wonders, I had stumbled on a concern at the exact instant when they needed just what I was selling! I never had another experience like this. It was enough to give a specialty salesman heart failure. It taught me that if you cannot sell one man in a company it is not always impossible to sell somebody else connected with it.

A RESOURCEFUL SALESMAN

Up in Massachusetts I had a harder nut to crack. I could not get past the rail. The buyer sent out word "Not interested," and it was an impossibility for me to get into the shops, as the place was surrounded by a high fence.

The company was a big purchaser of valves, and I knew I ought to get in somehow. So I inquired of the office boy (who, by the way, with the 'phone girl, make excellent allies for the salesman) concerning the chief engineer. I was informed that that

worthy was named Charles Callahan. Then I had a real idea.

"Where does he eat at noon?" I asked.

"Usually over at the Metropolis Hotel," replied the boy; "men's grill-room."

At 12:30 I casually inquired of the head waiter at the Metropolis whether Mr. Callahan had come in yet.

"There he is, over at the corner table."

"Thanks. He's alone to-day, isn't he?"

"Yes, sir."

"Guess I'll keep him company."

As the room was well filled, I managed to slip into the seat opposite Callahan unobserved.

THE ENGINEER IS TAKEN OFF HIS GUARD

Soon, beginning with the weather, I started a conversation which I managed to veer around to scientific progress, inventions, etc. Callahan appeared interested, and I said:

"You may know something about mechanical things—as a concrete example of the progress made in the last ten years I can mention my own business—I can show you with this little sample —," and reaching under my overcoat, which I had thrown over my sample-case on a vacant chair, I pulled out my model and explained in as elementary a manner as I could the advantages of our valve over competitors. Then I shifted the subject back to general topics and ordered up cigars. (Which reminds me that some day I hope to compile a book which will give infallible rules as to just when and how a salesman should and could offer a cigar to a customer—a subject which I have always felt is worth considerable study and cogitation.)

We lit up and chatted a while longer. As my companion rose he handed me his card.

"I'm connected with the railroad company," he said. "That valve of yours looks as though it might be of use to us. Can you bring it over to my office this afternoon?"

Such a question!

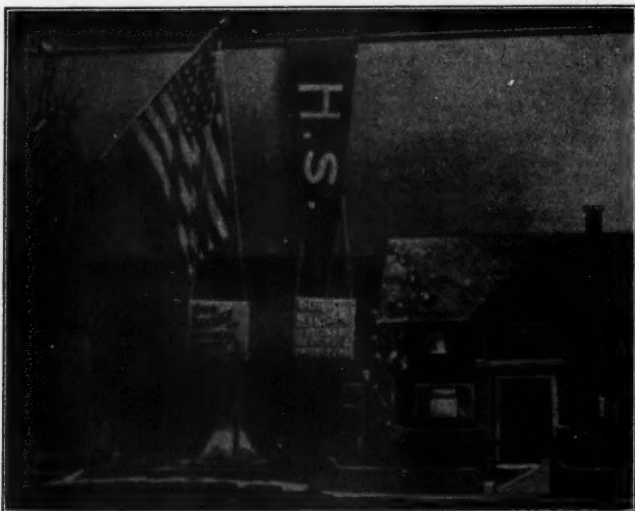
Ten Minutes Ample Time for Window Trim

A "TEN-MINUTE DISPLAY" has been devised by the Lowe Brothers Company to meet the requirements of those dealers who criticize the ordinary run of window trims as being too intricate and too complicated for unskilled men to handle properly.

By the exercise of care and ingenuity, interesting window displays have been arranged which as careful test has shown, can be set

Store managers who have the space and the ability to carry out more ambitious plans frequently use the basic idea furnished to them by the manufacturer as the foundation for a more elaborate design than that suggested by the photograph and description.

Each month in the company house organ a new arrangement is illustrated and explained in detail. These shifts of scenery every thirty days have been found to be good policy because they maintain interest and provide freshness. Ideas and suggestions received by



ONE OF THE WINDOW DISPLAYS THAT CAN BE SET UP IN TEN MINUTES

up in a window in ten minutes or less. Photo is made of the display and this picture and full description accompanying it make the use of these window ideas easy. Men who are not particularly dextrous or experienced in the art of window display are able to arrange these displays well within the allowed ten minutes' time limit.

The articles which are featured are always popular and well-known lines which every retailer is sure to have in stock.

the company in a previous prize window dressing contest are here put to practical use.

The many approving letters which are being sent to the Lowe Brothers Company by their dealers show that these "Ten-Minute Displays" are serving their purpose well. The reports of the men who have tried out the displays state that these constructions are quickly put up, are very attractive, and secure much favorable attention for the goods which they advertise.



When Hugh Chalmers, at the Hazen dinner, said that he was glad the time had come when a publication can do constructive work and avoid muckraking without being accused of "playing up to the corporations," he wasn't referring to Leslie's—but he did Leslie's a genuine service.

He helped to remind you that far back in the hey-day of muckraking a dozen years ago, the editor and publisher of Leslie's realized the vital need for fairer representation of business and the business man; need for a change from the *mis*representation that was then the vogue and has been since then in many quarters.

In these days, when *nobody* can fail to see the results of the whims of our demagogues in and out of office, and the results of a decade of virtual persecution of business and business men, Mr. Sleicher is no longer "a prophet crying in the wilderness." Today people realize as never before the truth of such statements as that "a demagogue never filled a pay envelope, and never will."

It was entirely as an editor moulding public opinion that Mr. Sleicher set Leslie's against the growing influences that were destructive of the permanent welfare of the whole country and of the business institutions, large and small, on whose sound prosperity the prosperity of the whole country is so dependent.

But this disinterested editorial service is the greatest asset of Leslie's today—in the 400,000 conservative, practical and successful people who have become subscribers to Leslie's because this editorial policy is as attractive to them as the "heralds of discontent" are repugnant.

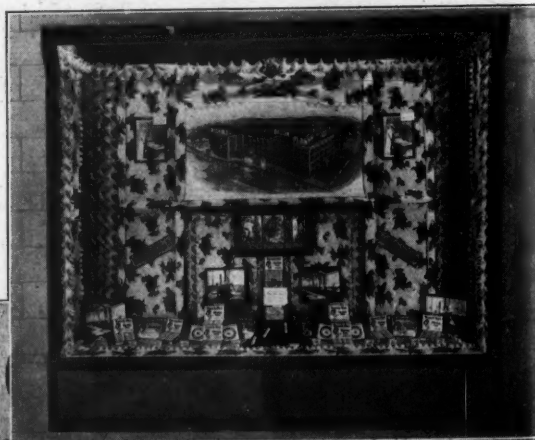
Visualize the type of men who like this conservative policy and you don't need to have us tell you how many thousands of them are rated in Dun's and Bradstreet's.

Leslie's Illustrated Weekly Newspaper
New York

LUTHER D. FERNALD, ADVERTISING MANAGER



Dennison's
TRADE MARK
Advertising Crepe Paper



Crepe Paper always looks well in window. It may be used for backing or flooring; as a covering or to wind posts. We are putting it in special designs for advertisers who are conducting window trimming campaigns.

Window Trim Sets Made to Order. They consist of Plain Crepe, Special Crepe, Festoons and Streamers. Each Set May Be Boxed and May Contain Directions.

WRITE FOR A SAMPLE FOLD OF
ADVERTISING CREPE PAPER

Jennison Manufacturing Co.

THE TAG MAKERS

CHICAGO NEW YORK PHILADELPHIA
ST. LOUIS

KOH-I-NOOR
PENCILS

KOH-I-NOOR
PENCILS

KOH-I-NOOR
PENCILS

KOH-I-NOOR
PENCILS



NO STRIPPING - NO RAZORS
Gillette
SHARP THE WORLD OVER



NO STRIPPING - NO RAZORS
Gillette
SHARP THE WORLD OVER



NO STRIPPING - NO RAZORS
Gillette
SHARP THE WORLD OVER



NO STRIPPING - NO RAZORS
Gillette
SHARP THE WORLD OVER

The Youth's Companion

Proves that Youth is not a state in time, but
a state of mind



David S. Lawlor, of Printers' Ink, writes:

"Taken as a whole I think The Youth's Companion has one of the best editorial pages that come under my notice.

"I am supposed to be well informed, yet your editorial 'Neutral Rights at Sea' corrected my impressions regarding the controversy between the United States and England. There is real meat in this editorial. I can almost imagine a supreme court justice laying down the law and I leave the editorial with much the same feeling as those who hurry out of court after a decision has been made.

"That is a charming editorial, 'The Secret of Hospitality.' It pleases me even better than all the others. After reading it my regret is that I did not begin reading The Youth's Companion years ago and make a scrap book just to contain such editorials."

To Printers' Ink Readers:

May we send YOU the Editorials of the Current Month?

THE YOUTH'S COMPANION

New York Office
910 Flatiron Building

Boston, Mass.

Chicago Office
122 So. Michigan Blvd.

Chalmers Suggests Plan to Educate Public on Advertising at Hazen Dinner

PERHAPS the most significant feature of the dinner tendered to Edward W. Hazen last Thursday night was the suggestion by Hugh Chalmers, of the Chalmers Motor Company, that the three grand divisions of advertising—advertisers, advertising agents and publishers—should cooperate along definite lines to educate the public upon the economic value to the public of advertising. Mr. Chalmers developed the proposition in considerable detail.

The banquet hall of the Hotel Biltmore, New York, was filled with 470 of Mr. Hazen's friends in the advertising business, who gathered in his honor upon the occasion of his retirement to private life. It is Mr. Hazen's intention to retire to his farm in Connecticut, after his long service with the Curtis Publishing Company, the last six years of which he was advertising director.

There was a distinguished list of speakers. William H. Johns, of the George Batten Company, was toastmaster, and those who spoke besides Mr. Chalmers were Sidney M. Colgate, of Colgate & Co.; John Gribbel, of Philadelphia; William Morgan Shuster, of the Century Company; F. Hopkinson Smith, the novelist and artist, and Cyrus H. K. Curtis.

The speakers united in expressions of appreciation of the constructive work Mr. Hazen has accomplished in the past few years on the Curtis publications and the larger questions of advertising development were discussed in an impressive fashion.

Mr. Chalmers asked what the manufacturer could do to meet the most urgent problem of the high cost of living. It is not likely that the cost of raw materials will decrease. Wages will not be reduced, nor should they. Moreover, haven't the biggest savings coming from quantity production already been effected? The best

chance for great savings lies in lowering the cost of distribution. Advertising can be used to reduce this cost if certain obstacles which are preventing it from accomplishing the best results are removed.

"What are the things that prevent us from getting one hundred cents' worth of sales value out of every advertising dollar we spend?" Mr. Chalmers asked.

WHERE SKEPTICISM OF THE PUBLIC STARTS

"I think the greatest cause of waste in advertising is in the fact that too large a section of the public is still skeptical about advertising. Too many people are still in the attitude of mind to say, 'Oh, that is only what the advertising says; but it doesn't prove anything.' This condition of mind, I think, is due to two chief causes. First, that there has been and still is, in spite of much improvement, too much 'bunk' in advertising. The man who sticks to truthful advertising has too much to overcome in the exaggerated statements of other advertisers. There is still too much advertising of propositions that are purely 'fake.' The publications which continue to run advertising of questionable propositions, or of 'fake' propositions pure and simple, are doing the general cause of advertising great harm. By these methods they are contributing to the high cost of advertising.

"The second cause for public skepticism of advertising is a lack of public understanding of advertising. *What advertising needs most is to be advertised.* The people generally do not understand it well enough; that is, they do not understand well enough the direct benefits that may come to them through advertising. I have had in mind for a long time that a full explanation of advertising,

what it is and what it really accomplishes for all the public, should be made to the public. Specific instances should be given, and they should be multiplied from month to month and from year to year.

"My present notion is that this should be in the form of a booklet, because I believe it is impossible in page announcements in the magazines and newspapers to tell this story of advertising in a satisfactory way. This is not a work that any one publication can or should do, or any one advertising man or advertising agency. It is a work that all should do together, using a carefully worked out plan. My suggestion would be that the main part of this plan be a booklet dealing with advertising in its broader aspects, especially making very plain the actual service that advertising renders—not to the selling public, but to the buying public.

"Now it seems to me if some committees representing the publishers, the advertising agencies and the advertisers could be named to get up this booklet on the benefits of advertising to the buying public, that it would be a service well worth while rendering, and one that would help to put advertising on a higher business and moral plane than it is to-day.

"The cost of such a booklet properly should be paid from a fund contributed by advertising agencies, publishers of magazines and newspapers, and leading advertisers of the country. I think it would be to the interest of every publisher of magazines and newspapers in the country to give the space free to advertise this booklet and to distribute it free to any person who would like to have it."

Regarding other aspects of advertising, Mr. Chalmers said:

"The greatest widespread improvement that could come into advertising copy, would be to make it more interesting to the public. Just think of the ideal condition that would obtain if all advertising could be made so compelling in its interest to the buyer that he could fail to read it only

through a conscious effort. Of course, you will say that this is a Utopian idea; that it is impossible; but, gentlemen, impossible as it may be to-day, it is the thing we want to strive for; it is the thing which we three branches of this phase of public service want to co-operate together on more in the future, that we may get nearer to this ideal than we have ever done in the past. I realize, of course, that much has been done in the last few years, through co-operation, to accomplish these things. But much still remains to be done.

"There are two big changes, as I see it, that have come over advertising in the past four or five years. The first change is the attitude of the advertiser to the publication in which he advertises. The advertiser to-day does not 'hang back in the traces' when representatives of big publications come to talk to him. He realizes that he needs them as badly as they need him. Some of the bigger publications have fostered this spirit of co-operation because of the broad stand they have taken. They have realized that it is good business to look at the advertiser's problems from the advertiser's view-point first, and then from the view-point of the publication in which they are trying to sell space.

PUBLICATIONS TO-DAY STUDYING ADVERTISER'S NEEDS

"Advertising representatives of publications to-day, as a class, are men who study the advertiser's problems, who investigate them from the outside, who conduct investigations sometimes that run into thousands of dollars, to satisfy themselves first that the advertisers can use their publications with profit, and, second, as to the maximum amount of money advertisers can spend in order to get maximum results. It is only a comparatively few years ago that publishers used to chase an advertiser merely to see how much money they could get out of him. Advertising agencies used to be guilty, in some respects, of this too. The whole moral tone

Make your selling efforts yield more results—

The success of a manufacturer's selling work lies in his ability to move his goods *off* the retailers' shelves—that is, to *hold* his volume of business among *present consumers* and to *increase* his present volume of business by getting *new consumers*.

United Profit-Sharing Coupons—the basis of the “United” selling plan which has been used with such success by United Cigar Stores for 14 years—are now offered to manufacturers of recognized standing as the *most effective and most economical* means to—

Hold present business, by keeping consumers loyal and substitution-proof.

Get new business, by making it worth while for consumers to ask for and insist upon the goods that pack United Profit-Sharing Coupons.

“United” Coupons are offered *only* to those manufacturers whose goods are of guaranteed quality and which measure up to the “United” standard. This ruling is strict. So strict, that we have been obliged to refuse bona-fide business contracts totaling over \$1,000,000.

The story of the United Profit-Sharing Plan is told in a book that we will send, without cost or obligation, to manufacturers, sales or advertising managers, or advertising agents who will write for it on their company's letterhead.

**UNITED PROFIT-SHARING
CORPORATION**

44 WEST 18th STREET, NEW YORK

of the business was lower a few years ago because of all the objectionable advertising that was carried by the different publications, which tended to lower the standard all along the line.

"The second great change that has come over the advertising situation, as I see it, is that some publications have grown beyond the point to let advertising appropriations influence them in their editorial policy. You probably expect me to say, in support of this, that nowadays publishers do not run articles in the reading pages just on purpose to please their advertisers, as they were prone to do in the old days. That is not what I have in mind at all. I have in mind that some publications have grown so big and are so firmly entrenched in the public mind as publications that they are not afraid to run articles which may help some certain industry, the members of which may be heavy advertisers."

OTHER SPEAKERS

Mr. Shuster, of the *Century Magazine*, prefaced his remarks with the statement that he was practically a novice in his view of the big advertising questions. Mr. Shuster will be remembered as former treasurer-general of Persia. His withdrawal from that position precipitated a world-wide discussion of the Persian problem and of its bearings upon international politics.

Mr. Gribbel, a Philadelphia manufacturer and prominent in civic activities of that city, spoke upon the subject of "Heralds of Discontent." In a humorous style he pointed out that advertisers were all the time creating increased wants. "But yet," he said, "a healthy want is always better than a satisfied ambition. Not a little as a result of advertisers' efforts the luxuries of yesterday have been reduced to the necessities of to-day. The manufacture of a want is a greater achievement than the production of the goods."

F. Hopkinson Smith spoke briefly about international relations at the present time, and the American

policies toward questions precipitated by the war.

Cyrus H. K. Curtis asserted that his feeling toward Mr. Hazen and the work which he has done for the Curtis publications could not be expressed in better style than was done by Earnest Elmo Calkins in the tribute entitled "E. W." printed on the inside of the programme of the dinner. In this tribute Mr. Calkins reviewed briefly the facts of Mr. Hazen's rise. Mr. Hazen was born in Connecticut, and after a period in the manufacturing business, entered advertising. He served eight years in Chicago for the Curtis publications and succeeded to the position of advertising director when that position became open. Following is a quotation from Mr. Calkins' tribute of appreciation:

If The Curtis Publishing Company was to see that the advertising in its publications was absolutely reliable, The Curtis Publishing Company should have the right to object to any statements that were false, misleading or unfair. If it was necessary to The Curtis Publishing Company that the advertising in its columns should be successful, this implied the right to object to such advertising being prepared and handled by men who were incompetent to produce good results. If it was a part of the Curtis service to give to the advertiser unlimited information about his market and all other conditions, then it was up to The Curtis Publishing Company to start investigating work that would supply this information. More than that, Mr. Hazen gathered a staff, unique in many ways, which is today the model for other publishing houses.

Throughout all these years of growth, and through many trying diplomatic crises brought about by the revolutionary and sometimes rigid policy of The Curtis Publishing Company toward advertisers, E. W. Hazen has presided over his department, diplomatic, sane, winning respect and confidence from the business men of the country, and even where he made enemies, making them on terms which reflected credit to his honesty and backbone, and living up to the terms of his own standard as rigidly as it is humanly possible in a human and erring world.

Mr. Hazen in feeling terms expressed his deep appreciation of the compliment given him. He said he realized that it was a tribute not to himself personally, but to the ideas and ideals for which he had tried to stand.

Inasmuch as it was known that Mr. Colgate had broken a life-

Old Hampshire Bond

Even the man who buys stationery on a price consideration alone can hardly cut and trim the total cost of his letters down to 4 cents apiece.

On good average stationery your letters will cost in the long run about 5 cents apiece.

These same letters if written on Old Hampshire Bond would cost only 5 1/10 cents.

One cent more on every ten letters you send out permits you to use Old Hampshire Bond.

Instead of being ordinary letters your correspondence has the indisputable appearance of being on the very best bond paper.

If the distinction of using Old Hampshire Bond is not worth 1/10 of a cent per letter, then dignity and quality and impressiveness are mere words that stand for nothing in business.

No man who is not proud of his business and good name feels any incentive to put his letters on Old Hampshire Bond.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASS.

*The Only Paper Makers in the World Making
Bond Paper Exclusively*

If you are a buyer of business stationery, we would like to extend to you the privileges of our Service Department. Simply write us, using your present letterhead, and ask for our "Service Helps" and we will send you from time to time Bulletins of interest to you whether you use Old Hampshire Bond or not. Or a simple request will bring you the Old Hampshire Bond Book of Specimens—a book assembled and bound up to interest business men.



LARGE EDITION BOOKLET & CATALOGUE PRINTING

FOR
NATIONAL ADVERTISERS WHO
BUY IN LARGE QUANTITIES.

WE are equipped to give you the kind of printing that best fits the character of your business.

IF you want something classy, printed in colors on highly finished stock, we can give it to you in our Flat Bed Press Room.

BUT IF you want a good, clean, neatly printed book, one that will tell your story in a convincing manner without any frills or flourishes, then our Big Automatic Book Press that completes 25,000 copies per hour will enable you to tell your story to the greatest number at the least possible cost.

For instance, this press will produce a 16-page book, size 6x9 with two-color cover, for \$2.50 per M in lots of 500 M (including stock).

*Write us for
more information.*

**A-TO-Z PRINTING
COMPANY, 2ND
SOUTH WHITLEY,
INDIANA.**

long rule in speaking at a public dinner, his address was looked forward to as one of the events of the occasion. He told a story which he thought was a tribute to the international power of advertising. Two Englishmen on board ship were coming up the New York harbor and to the west they espied Jersey City. Above Jersey City loomed the Colgate clock, the largest clock in the world. One Englishman looked at it with much surprise, and evidently having settled the thing in his own mind, remarked, "Well, well, I see that Colgate has a branch in America."

Advertising, Mr. Colgate said, often plays curious tricks. We do not know the shortest advertising line between the producer and success. There has been a great improvement, especially in the past few years, yet Mr. Colgate felt there was still greater improvement to be realized. There is a regretful amount of exaggeration still noticeable in advertising copy. "How easy it is to allow the exaggerated note to creep into advertising," he said, in substance. "An advertiser must repeat his message over and over and over, in new ways, in order to freshen public interest. He asserts and re-asserts. The optimism of the advertiser inevitably creeps into the copy and colors it. Right here is the danger. Optimism easily shades off into exaggeration without the advertiser becoming aware of it unless he is eternally on guard. It is so easy honestly to deceive ourselves. We must censor every word, or else we may strike the note that engenders disbelief in our message. Truth is worth striving for in advertising, for it pays to advertise truthfully."

As a memento of the occasion a portfolio, containing the autographs of those present, was presented to Mr. Hazen by Mr. Johns.

Joins Sloman Company, Dayton

Urban A. Kreidler is in charge of a new window advertising department of the Sloman Company, in Dayton, Ohio. He has been for a number of years with the window advertising department of the National Cash Register Company.

Billion Dollars for War Supplies Ordered in U. S.

According to the *New York World*, the value of the trade in arms, ammunition and war supplies between the allies of Europe and the manufacturers in the United States during the first year of the war will be one billion dollars. During the past six months these sales have amounted to \$400,000,000, distributed in greater part among the following industries:

Arms, ammunition and explosives	\$107,000,000
Iron and steel	66,000,000
Textiles, hosiery, sweaters, etc.	32,000,000
Automobiles	22,000,000
Chemicals, medicines and hospital supplies	6,250,000
Leather, including shoes, harness, etc.	18,000,000
Miscellaneous, including beef, some flour, sugar and provisions	161,000,000

Total to Feb. 1. \$412,250,000

The *World* states that the officials of the United States Department of Commerce in charge of export statistics admit that the figures issued by their Department convey no idea of the tremendous traffic in war supplies.

The figures furnished by the Department of Commerce of firearms, ammunition and explosives total but \$4,750,667, distributed as follows:

August	\$79,085
September	\$41,698
October	1,647,246
November	1,911,607
December	771,031

The Department of Commerce has not yet compiled the figures for the month of January, and those for February will not be issued until April.

A detailed statement as compiled by the Department of Commerce shows these purchases made in 1914 by the various Governments:

FRANCE—August, firearms, \$1,898; October, cartridges, \$333,250; firearms, \$392,812; November, cartridges, \$336,411; firearms, \$81,720; December, firearms, \$110,221; gunpowder, \$453,595; trinitrotoluol, \$202,215.

UNITED KINGDOM—August, firearms, \$14,646; cartridges, \$19,111; September, firearms, \$41,312; cartridges, \$214,401; October, firearms, \$86,183; cartridges, \$700,699; November, firearms, \$85,455; cartridges, \$649,015; December, firearms, \$5,000.

CANADA—August, firearms, \$57,173; cartridges, \$37,756; gunpowder, \$8,299; September, firearms, \$56,911; cartridges, \$28,430; gunpowder, \$149; October, firearms, \$60,257; cartridges, \$20,825; gunpowder, \$914; November, firearms, \$96,668; cartridges, \$17,542; gunpowder, \$5,953.

JAPAN—Beginning with August, war munitions, \$1,441.

RUSSIAN ASIA—December, firearms, \$625,000.

Burton Parker has resigned as advertising manager of the Briscoe Motor Company, of Jackson, Mich.



"Unlike any other paper"

We tell why we spend our own money in advertising, in the March Gumption, and show some of our copy.

Also, there are some further facts about the fifty-one billion meals Our Folk eat every year—we wonder which mustard and spice manufacturer wishes to do the "spicing"?

The Farm Journal

A. E. C. MEMBER

Washington Square
Philadelphia

The Campaign Against Fraudulent Advertising

A Brief Summary of the Results During the Three Years Since the Original Recommendations Were Made By PRINTERS' INK

THE constantly increasing number of letters received by PRINTERS' INK, bearing on some phase of the campaign against fraudulent advertising, testify to the great interest in the movement in all parts of the country. Most of the letters are requests for information on some point which affects pending legislation, and the same questions are coming up again and again, wherever the PRINTERS' INK Model Statute is introduced. It is timely, therefore, to put our answers to those questions on record: to outline once more the arguments in favor of the legal remedy for dishonest advertising, and to reply to those who oppose, for one reason or another, the campaign to place all advertising on a foundation of the truth.

In November, 1911, PRINTERS' INK made two specific recommendations. First, that adequate legislation be secured in all States, based on a Model Statute drafted after an exhaustive investigation of all the laws against fraudulent representation then existing. Second, that the clubs affiliated with the Associated Advertising Clubs should organize Vigilance Committees empowered to investigate cases of questionable advertising, and to co-operate with the local prosecuting officers in securing convictions under the law when such action should be necessary.

What resulted may be briefly summarized as follows: The PRINTERS' INK Model Statute has been enacted in eight States; it has been passed in an amended form in three States; and six States have passed laws based on a less effective statute. Three States already had laws of this latter form in 1911. Vigilance Committees have been organized in practically every ad club located in a State where the law prohibits dishonest advertising, and in many clubs located in other States.

The Associated Advertising Clubs have a National Vigilance Committee, with headquarters at 920 Hume-Mansur Building, Indianapolis. Numerous Boards of Trade and other commercial bodies, not directly affiliated with the Associated Advertising Clubs, have also organized Vigilance Committees along similar lines. At the present writing, the PRINTERS' INK Statute is pending in the legislatures of seven States, and plans are being made for its introduction in at least three others.

WHY A REMEDY IS NEEDED

Before taking up in detail the arguments for and against the specific remedy proposed, it is well to review the reasons for applying any remedy at all. Honest advertisers demand a law against dishonest advertising because it is continually depreciating the value of all advertising. Every lying advertisement that is published makes it a little bit harder for the honest advertiser to get the public to believe what he says. As the burnt child dreads fire, the man or woman who has been victimized through a fraudulent advertisement thenceforward regards all advertising with suspicion. The honest merchant, whose goods have the quality he claims for them, finds the public the more reluctant to believe him if his next-door neighbor is conducting a campaign of misrepresentation. Many concerns will not advertise at all, or refuse to advertise in certain mediums, because it is such hard work to get people to believe what they say. The lying advertiser is obstructing a part of the profits which rightfully belong to his honest contemporary, just as surely as if he robbed the latter's safe. It is quite true that the dishonest advertiser doesn't get those obstructed profits. *Nobody gets them. They are lost.*

THE AMERICAN MAGAZINE

has proved
its Size is right

The READER approves it—

a circulation gain of more than 150,000 since the
change in size.

The ADVERTISER approves it—

more efficient representation for all, and a 22%
gain in advertising revenue last year.

Not too small—not too big—the
right size for dominant display at
minimum cost.

THE AMERICAN MAGAZINE

LEE W. MAXWELL

ADVERTISING MANAGER

NO INTERRUPTION OR CURTAILMENT

THE REGISTER AND LEADER
and THE EVENING TRIBUNE
are being issued as usual—
normal in size, contents and circu-
lation. Neither circulation nor
advertising affected by fire which
partially destroyed our plant. All
circulation records, mailing galleys,
etc., are saved.

CIRCULATION

Morning and Evening over 71,000
Sunday - - - over 51,000

THE REGISTER AND LEADER
THE EVENING TRIBUNE

DES MOINES, IOWA

ADVERTISING REPRESENTATIVES

JNO. GLASS
Peoples Gas Building
CHICAGO

I. A. KLEIN
Metropolitan Tower
NEW YORK

If it were not for the fact that fraudulent advertising thus reacts upon the honest advertiser, the former could be left to work out its own destruction. The dishonest advertiser ultimately winds up in the bankruptcy court, if indeed he escapes a criminal prosecution. But in the meantime he is injuring every decent advertiser, to say nothing about the harm he is doing to those who put their trust in his lying claims. The annual report of the Postmaster General for the fiscal year ending June 30, 1914, states that 364,000 cases of fraud had been disposed of during the year, and that the promoters of those fraudulent schemes received approximately \$68,000,000. The only thing that will stop that sort of injury is the strong arm of the law. Preaching will not stop it, and philosophizing will not heal the hurt. We might as well go up and down the land denouncing burglary, and moralizing upon the certain ultimate fate of those who break into other people's houses. We could get 99 per cent of the public to agree with us perfectly, but in the meantime the other one per cent would be breaking into our houses and walking off with the solid silver—that is, *unless there is a law making burglary a crime, and a police force that will enforce the law.*

Those are the fundamental premises which underlie the recommendations originally made by PRINTERS' INK.

The Model Statute, when reduced to its simple terms, provides that; "The person who is responsible for the publication of an advertisement for goods which he himself offers for sale shall be guilty of a misdemeanor if that advertisement contains any statement as to fact which is untrue, deceptive or misleading." The complete text is as follows:

Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto or an interest therein, makes, pub-

lishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this state, in a newspaper or other publication, or in the form of a book, notice, hand-bill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

It is highly important to understand the various provisions of the law, and the reasons for their inclusion in the exact form in which they are stated.

1. In the first place, it must be appreciated that the advertiser himself is the one individual who can properly be held responsible for the truth or falsity of any statement contained in an advertisement. If anyone can be presumed to know whether a statement is true or not, the advertiser is that man. The advertisement is published in his interest, and for his benefit. Whatever profit arises from its publication is his profit. Therefore the Model Statute was so drawn as to place the responsibility for dishonest statements directly upon the advertiser—upon the man who *utters* the advertisement, and whose money pays for its circulation. The penalty is imposed upon the individual—whether natural or corporate—who lies about the thing which *he himself offers for sale*. This qualification is to be found in the words "or anything offered by such person, firm, corporation or association."

THE PUBLISHER'S RESPONSIBILITY IS LIMITED

Thus it is evident that the publisher who accepts an advertisement, whether or not he regards it as above suspicion, is not subject to the penalty imposed by the law. Unless he publishes false statements of fact regarding something which he himself is offering for sale, such as an untrue statement of his circulation, for example, he cannot be held liable. That provision is only just, because publishers should not be placed under the responsibility

of investigating the truth of every statement which is contained in copy which is submitted to them. It is not fair to subject a publisher to the risk of a prosecution for misdemeanor if he fails to verify every advertisement he prints, when, as a matter of fact, he frequently has neither the time nor the means of verifying them. If he accepts copy which he knows is fraudulent he is guilty of moral delinquency no doubt, but it is a form of delinquency which the law cannot recognize without working injustice to many innocent publishers.

The same reasoning applies to the advertising agent, the advertising manager, and other agents and employees of the advertiser. Their status as agents or employees places upon their principal (the advertiser) the responsibility for their acts performed in his service. It is his duty to give them accurate information in the first place, and to exercise due vigilance to see that the copy they prepare is in accord with the facts. The authority to decide what shall or shall not be printed rests with the advertiser, and the responsibility for what is printed must rest there also.

2. The law contemplates the regulation of statements *of fact*, and says nothing about statements *of opinion*. That qualification is also important, for the reason that the issues upon which an advertiser is brought to trial must be susceptible of proof. Furthermore, the courts have recognized for many years the right of a merchant to indulge in what is known as "puffing"—the extolling of the goods which he has for sale as the "best in the world," "absolutely unequalled," and so on. Such superlative praise is merely an expression of more or less ingenuous opinion, and deceives nobody. Whether it is good advertising practice or not is open to question, but it is seldom taken seriously, even by the advertiser himself, and should not be declared illegal.

But a statement *of fact* is either true, or false. The patent-medicine manufacturer who advertises

that his product "contains no habit-forming drug" can prove that the statement is true, or the Vigilance Committee can prove that it is false. The declaration by a stock-promoter that the company he represents "owns" certain properties can be verified. There is no room for differences of opinion in the presence of the facts.

WHY "MISLEADING" STATEMENTS ARE SPECIFIED

3. The statements of fact which are penalized are those which are (a) untrue, (b) deceptive, (c) misleading. Concerning untrue statements, little need be said. A simple, straight-out-and-out lie will find few defenders. Nobody is compelled to advertise his goods: if the truth will not serve him he can always keep silent. But there are, unfortunately, fraudulent advertisements which do not contain a single statement of fact which is wholly untrue. They do contain *deceptive* statements, and *misleading* statements, but none which can be proved *untrue*.

Take for example, the "gyp" operators which are sometimes met with in the piano and furniture trade. The "gyp" rents a vacant house in a good neighborhood, furnishes it more or less completely, and inserts want ads in the daily papers which state that "A gentleman who is obliged to leave town will sacrifice his fine piano and furniture, etc." Of course, the whole scheme is fraudulent. The furniture and the piano are next to worthless, and if he is not interfered with the operator will restock the house again and again. But when anyone tries to prove that a statement of fact *in the advertising is untrue*, he has his work cut out for him. The statements are, however, *deceptive* and *misleading*.

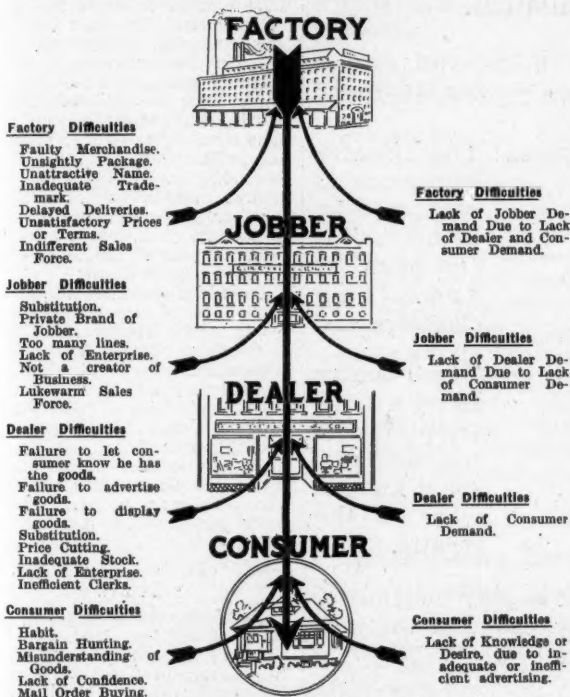
Again, there are a number of trade terms which are understood in their proper meaning by certain individuals, but which give an entirely erroneous impression when used in advertising to the general public. For example, a certain New York department store which has since discontinued business,

Merchandising Difficulties

Reproduced from

"MODERN MERCHANDISING"

Published by Mallory, Mitchell & Faust, Inc.



(Copyright, 1915, by Mallory, Mitchell & Faust, Inc.)

WE show in this chart some of the more important Merchandising Difficulties with which manufacturers must grapple—problems we are accustomed to help solve in serving our clients.

The Relation of Advertising to Selling is covered authoritatively for the first time in this book, "Modern Merchandising," which we will send with our compliments to any Business Man writing on his business stationery.

MALLORY, MITCHELL & FAUST, Inc.

Advertising Agents

8th Floor

Security Building, Chicago, Ill.

THE THEATRE MAGAZINE

is a magazine of *small* circulation.

Our latest net circulation figure, 48,366.

The reason: The Theatre Magazine is subscribed for by an *educated money-spending* class of people.

The Theatre Magazine supplements their own personal knowledge of the theatre.

That is why they buy it. They pay \$3.50 a year for it.

It is a *class* and a classy magazine and it pays its advertisers.

THE THEATRE MAGAZINE

Members of the A. B. C.

8-14 West 38th Street

Chicago	NEW YORK	Boston
Godso & Banghart		H. D. Cushing
Harris Trust Building		24 Milk Street

advertised a sale of "Arctic Seal Coats" at a price which was declared to represent a great reduction. Upon prosecution under the New York law, the store called several witnesses to prove that "Arctic Seal" was a term well understood in the fur trade as referring to dyed rabbit fur. The fur was "Arctic Seal," and the store claimed the right to call it by its name. The fact that the purchaser was misled, and believed that she was buying some grade of sealskin was, of course, unfortunate, but the store could not be held responsible for her misunderstanding of a plain trade term. The presence of the word *misleading* in the New York law against fraudulent advertising, however, secured the conviction of the store, which was later affirmed by the Appellate Division of the Supreme Court.

Thus it is important to include in the scope of the law those statements which are *deceptive* and *misleading*. The statute which omits either of those words is not an adequate law, for it cannot reach the advertiser who makes statements with a double meaning, and it frequently will be found inadequate to check the dishonest use of trade terms and other words which mean entirely different things to different groups of people.

WHERE THE OPPOSITION STANDS TO THE LAW

So much for the direct provisions of the law itself, and the arguments in favor of its adoption in its suggested form. Unfortunately it will not stop all forms of dishonesty in advertising, but no law can be drawn, in our opinion, which will do that without at the same time working injustice to a great many honest men. Dishonest statements of *opinion* cannot be prevented by law until some method is discovered whereby men may be made honest by legislative enactment.

Let us turn now to the arguments which are made by the opponents of the law. Those arguments ordinarily fall into two classes: those which maintain that a law is not the proper remedy,

and those that are aimed at the particular form of law suggested.

1. From the very start of the movement there have been a few who declared that the best method of combatting fraudulent advertising was through the process of educating publishers to refuse questionable copy. It is a fact that publishers are examining their advertising columns more carefully than ever before, and that the obviously dishonest advertiser is finding the list of mediums which are open to him growing smaller every year. The importance of that development should by no means be depreciated, but for two very good reasons it cannot be regarded as a sufficient remedy. In the first place, every piece of dishonest copy is not obviously fraudulent, and the publisher has neither the time nor the opportunity to investigate every claim which is made. Furthermore, a given piece of copy may be entirely unobjectionable, and the follow-up may be fraudulent in the extreme. Even the most conscientious publishers are sometimes imposed upon in this way.

And in the second place, even if every publication in existence should raise the bar against fraudulent advertising (which is a summation not likely to come to pass in this generation) the United States mails are still open to the faker. He can buy plenty of names from "sucker lists" at one to ten cents apiece, and can circularize them to his heart's content. Of course, he runs the risk of being stopped by a fraud order if his activity grows too conspicuous, but he can operate for a long time and swindle thousands of people without attracting the attention of the Post Office if he is reasonably careful.

Every person who has ever answered a patent-medicine advertisement, or applied for a stock-selling prospectus, or responded to an "agents wanted" appeal, or written name and address on a postal card requesting "further information" about any one of a thousand different schemes, becomes sooner or later an asset of some name broker. The original

250th Anniversary

In 1916 Newark, New Jersey, will celebrate the 250th anniversary of its founding.

THE Newark Evening News

believes the year 1915 will be a fitting period in which to exploit to the business men of the country this venerable heritage of the city of Newark, and proposes therefore to tell Printers' Ink readers what an important part the Evening News has performed, since its founding in 1883, toward helping Newark to the zenith she has attained in the commercial world.

Newark Evening News *Always Reaches Home*

Eugene W. Farrell, Adv. Mgr. and Asst. Gen. Mgr., Home Office 215-217 Market St., Newark, New Jersey.

O'Mara & Ormsbee, Inc., General Advertising Representatives, Brunswick Building, New York City, Tribune Building, Chicago, Ill.

Frank C. Taylor, New York Representative, Brunswick Building, New York City.

Circulation records open to every advertiser or prospective advertiser.

recipient of the inquiry exhausts his wiles in the endeavor to get the prospect's money, and then sells the prospect's name and address to a concern which deals in "sucker lists," properly classified. Hundreds of thousands of names can be bought from these concerns, of people who are known to be responsive to all sorts of fraudulent appeals. Some of the most notorious swindlers do not advertise in publications at all, but depend largely upon purchased names. A certain Chicago stock-broker who is now under indictment for using the mails to defraud, used publication advertising only as a means of getting subscribers for a financial magazine which he published. Promises made in his publication advertising were kept, though the same could hardly be said with regard to the follow-up letters with which prospects were deluged. If every publisher would purge his columns of the frauds and the near-frauds it would be an undisguised blessing, but it would not put an end to fraudulent advertising.

THE REAL PENALTY IS PUBLICITY

2. It has been sometimes urged that a law against dishonest advertising would crowd the court calendars with a lot of petty suits, and would furnish a means for unscrupulous merchants to harrass their competitors. Experience has shown, however, that no such results need be anticipated. In any of the States where the law has been passed, convictions have been few because it is seldom necessary to invoke the law. The law was suggested in the first place, *not* as a means of obtaining convictions, but as a fulcrum for the lever of moral suasion. The chief duty of a vigilance committee is not to prosecute offenders, but to induce offenders to reform. Two or three convictions in any given locality are all that is necessary, as a rule, to set up a very general sentiment that lying is dangerous. The real penalty imposed is not the nominal fine or short imprisonment specified in the statute, but the fear of publicity. No advertiser cares to face a public

demonstration of the fact that his announcements cannot be believed.

3. By far the most general argument against the statute, and the argument which is most plausible, is the declaration that the provisions of the law are unjust because they do not include *only* those misstatements which are made "knowingly," or "with intent to defraud." It is contended that the law is too wide a departure from the usual type of criminal statutes, in that it does not regard either fraudulent intent nor actual injury to anyone as elements of the crime which it creates. Public policy does not require, these objectors claim, that business men should be subjected to criminal prosecution for acts which the most careful and honest man might sometimes commit without harm to anyone. No advertiser should be penalized for his "innocent mistakes." Unless it can be shown that the advertiser intended to swindle somebody, or that somebody was actually swindled, his acts cannot be regarded as criminal.

WHAT DOES THE ADVERTISER "KNOW"?

The protagonists of this view generally declare that they would be quite satisfied with the law if amended so as to penalize advertisers who "knowingly" make false statements. Frequently they introduce a substitute bill, containing the word "knowingly" or some equivalent phrase, and specifically mentioning the *kind* of misstatements which are to be penalized. These bills declare that false statements regarding "the quantity, the quality, the price, the value," etc., shall constitute the misdemeanor. The animus of the opposition to any measure can generally be judged by the character of those who are back of it. Legislators and others interested in the repression of dishonest advertising will do well to scrutinize pretty carefully the credentials of those who come in support of these amendments and substitutes. Their motives are usually quite painfully evident.

Putting that aside, however, and

To the Advertiser who "hasn't a penny to spend"

CONGENIAL COMPANY awaits you in our office. Not one of our clients has "spent" a dime on advertising in twenty years; not one of them will "spend" a penny on it in the next twenty.

We serve a goodly share of big Advertisers but they never "spend" their advertising money—any more than a savings-bank spends money on bonds. They INVEST in permanent, dividend-paying, disaster-proof property, which grows in value as the years go by. And every detail of that investment is scrutinized with a thorough-going caution unknown in the purchase of ordinary securities.

If you haven't a penny to "spend" on advertising you've avoided the worst advertising error. If you have a little money, or a lot—size doesn't matter to us—to invest in the best business asset, at a time when the market offers better values than it has in years, you'll avoid the other errors by having a little talk with

The Procter & Collier Co.

Advertising Agents

New York

CINCINNATI

Indianapolis

Member Audit Bureau of Circulation

The Atlanta Georgian and Hearst's Sunday American announce the appointment of

Benjamin & Kentnor Company

of 225 Fifth Avenue, New York, and Peoples Gas Building, Chicago, as special representatives of the Atlanta Georgian American in the East and the West.

In point of circulation and influence these newspapers have become leaders of the South. They are read daily by a clientele that all general advertisers should reach if considering Atlanta and its trading zone.

The Audit Bureau of Circulations

recent audit proves this conclusively.

The Atlanta Georgian and Hearst's Sunday American offer the highest possible mediums for presenting the merits of any enterprise or any article of commerce or consumption to the people of the rich and growing South.

When making up lists you cannot afford to overlook the South's greatest Newspapers.

The National Southern Daily and Sunday Newspapers

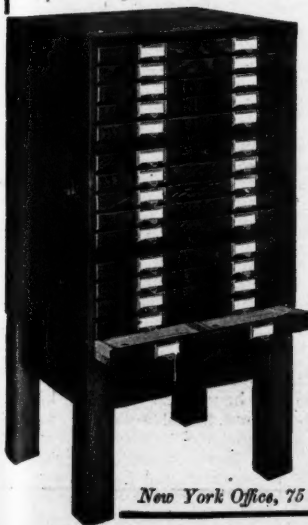


with regard to the validity of the arguments—it is claimed that the *intent* is the crime. That is true; but the intent is a state of mind. The addition of the word "knowingly" to the text simply imposes upon the prosecution the burden of proving what was in the advertiser's mind when the advertisement was written. If he lies carelessly, or ignorantly—no matter how black the lie, or how bitterly it betrays the confidence of those who trust it—he is not responsible. Only when it can be proved that he *knew* he was lying can he be brought to book. Every person concerned in the case, from the judge down, may be willing to stake his liberty upon the fact that the advertiser is a conscienceless scoundrel—but when it comes to legally admissible proof that he "knew" the falsity of any given statement it is a quite different story.

Judge Aldrich, of Boston, in writing an opinion for the Circuit Court of Appeals in the case of *Estes & Son vs. Ford* (100 C. C. A. 258) recently said: "The

whole trend of modern decision is in the direction of making it clear, whether in respect to food, drugs or wearing apparel, that the placing of adulterations or imitations upon the market, with the purpose of deceiving the members of the public, who buy, as they do oftentimes, upon casual inspection, into buying something for what it is not, is a business which is not countenanced by law." That is the principle which has called into being such statutes as the Pure Food Law, and under it the doctrine of unfair competition has grown up. The food inspector who finds a bottle of catsup doped with illegal preservatives does not stop to inquire as to whether the manufacturer "knew" the dope was there. The inspector knows he knew, and so does the court. When a manufacturer, with all the rest of the world to choose from, picks out a trade-mark almost identical with that of a successful competitor, the court does not stop to inquire as to whether he "knew" of the similarity, or if he "intended" to deceive anybody.

Do you FILE or PILE Your Cuts?



Weir Sectional Electro Cabinets

provide accessible and dust-protected space for your engravings, type forms, etc.

You buy the Top Section first—it contains over 1200 square inches of electro space. You add Bottom sections as you need them. Stack them as high as you wish.

Use of Base is optional.

Price—Plain Oak, Golden or Natural Finish
Top Section . . . \$6.00
Bottom Section . . . 5.25

Freight paid on \$10.00 orders to Eastern and Central States.

Made also in Quartered Oak and Birch Mahogany

Get *Weir* Catalogs

Weir products are practical, efficient and economical.

This is but one of many styles of files for electros, forms, photos, drawings, copy, correspondence, cards, etc., listed in 86 page Catalog "P."

You ought to have our catalogs of time, temper trouble saving Devices and Sectional Bookcases.

The *Weir* Manufacturing Co.

New York Office, 75 John St. 59 Union St., Monroe, Mich.

It is only reasonable to suppose that he didn't stumble upon it accidentally, and if it should so happen that he did, the public is entitled to protection from such egregious carelessness.

SHOULD "KNOW" THE TRUTH ABOUT OWN BUSINESS

The case of the advertiser is not wholly dissimilar. When, with the whole vast range of truthful statements to choose from, he permits a lie to issue over his name, why should it be necessary to prove, legally and formally, that he "knew" it was a lie? Even though he did not lie deliberately and with malice, is not the public entitled to protection from the consequences of his carelessness? Indeed, if he is so neglectful of his own business as not to "know" the truth about it, he is a fit subject for a lunacy commission, and his creditors would be justified in applying for a receivership without delay.

Such, in outline, are the chief arguments in opposition to the proposed remedy. As a general rule they will be discredited in advance merely by an investigation of the source from which they spring. If the dishonest advertiser injured no one by it, he might be permitted to lie in undisturbed tranquillity. But his fraudulent pretenses not only do injury to his innocent victims, but to every honest advertiser as well. The courts will protect the good will of a manufacturer or a merchant from injury through the imitation of his trade-marks, labels, etc., thus demonstrating the fact that good will is a form of property. Why should not that property be protected from the injuries inflicted by the fraudulent advertiser? **PRINTERS' INK** believes that it should be protected, and that the best way to do it is by the Vigilance Committee, supported by the Model Statute.

Pompeian Olive Oil Account to Batten

The advertising of the Pompeian Company, Baltimore, manufacturer of Pompeian Olive Oil, is now handled through the George Batten Company, New York.

Protecting Your Trade- Mark Abroad

Some Considerations That Need
Emphasis at This Time—Prior
Registration Means Ownership in
Some South American Countries
—Ways of Some Foreign Pirates
and How to Foil Them

By Andrew B. Remick

[Editor's Note:—Although some of the points in this article have been covered by **PRINTERS' INK**, the subject is well worth emphasis at this time when so much is being spoken and written about American opportunity abroad. Mr. Remick is a St. Louis lawyer, specializing in trade-mark cases.]

WHILE it is true that only a small proportion of the trade-marks used in this country are also used in foreign commerce, it might not be amiss in the way of a warning to remind those manufacturers who are doing or contemplate doing a foreign business in marked products to pay particular attention to the trade-mark laws of the countries to which the trade-marked products are or will be shipped. For instance, in several of the foreign countries which are growing to be more and more important buyers of American goods, trade-mark registration has an entirely different meaning from the meaning of a registered trade-mark in this country.

Take some of the South American countries and Mexico, for example. There registration means ownership. In other words, any person can register a trade-mark and protect it even against a prior unregistered owner. The theory of this law is that a mark worth while should be registered and the first person registering it is presumed to be the true and honest owner.

This peculiar law is often taken advantage of by unprincipled natives in some of these countries that have these peculiar laws by keeping a watch-out for valuable unregistered trade-marks coming into their country, applying for registration, and having once gotten it threaten the honest foreign

San Francisco Examiner

A. B. C. Auditor's Report

on San Francisco newspapers has been completed. *Watch for it!* It contains startling and valuable information, and lifts the circulation fog completely.

Saturday, February 20th—The EXAMINER sold out early in the day its edition of 200,000.

Sunday, February 21st—The EXAMINER sold more than 250,000 copies.

This breaks circulation records on the Pacific Coast, exceeding that of any two other newspapers.

Attendance at the P. P. I. Exposition the first three days shattered the records of the Chicago and St. Louis Expositions.

San Francisco in 1915 affords an unequalled *Local and National Market* to advertisers.

SAN FRANCISCO EXAMINER

M. D. HUNTON,
Eastern Representative,
220 Fifth Ave., N. Y.

W. H. WILSON,
Western Representative,
Hearst Bldg., Chicago.

Concentrate In The Daily Newspapers Of New England

"Either spend enough and do enough to make it all first grade work, or else concentrate on a single section or market until that has been put in good shape, then expand." —BOULDERS ADVICE TO JONES

Here is an industrial population that not only produces enormously but consumes enormously.

This territory may be covered by newspapers more thoroughly and effectively than any similar area in the country.

Many of these cities each have what amounts to a Metropolitan district of its own which gives peculiar advantages to concerns seeking distribution for advertised products.

Advertising like an explosive is most forcible when confined.

The circulations of these papers act directly on their immediate fields—and in sufficient quantity to create noticeable results.

SALEM, MASS., NEWS

Daily Circulation 20,021.

Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION

Daily Circulation 29,591.

Population 105,000, with suburbs 350,000.

WORCESTER, MASS., GAZETTE

Daily Circulation 24,626.

Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT

Daily Circulation 16,800.

Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414.

Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD

Daily Circulation 7,000.

Population 37,265, with suburbs 60,000.

WATERBURY, CT., REPUBLICAN

Daily Circulation 8,783.

Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS

Daily Circulation 20,944.

Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,014.

Population 20,468, with suburbs 40,000.

MANCHESTER, N. H., UNION AND LEADER

Daily Circulation 27,705.

Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM

Daily Circulation 15,261.

Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS., STANDARD AND MERCURY

Daily Circulation 23,079.

Population 97,000, with suburbs 120,000.

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owner with different penalties for sending these marked products into the registrant's country. I know of one instance in particular in which a large manufacturer in this country opened up trade in certain foreign countries where registration of a mark means ownership, and this manufacturer, after spending a good deal of money and time in investigating the needs of the foreign country and of establishing the product, paid no attention whatever to having his marks registered simply because of ignorance of the trademark laws of the foreign countries to which his goods were sent. Then one bright morning this American manufacturer was confronted by a letter from a foreign attorney representing some man who had quietly registered the marks in question, and the only thing left for the American manufacturer to do was to buy for a valuable consideration rights to his own marks in that country.

PROTECTION FROM ONE'S FRIENDS

Besides the foreign pirate who, knowing the laws of his country, takes advantage of unregistered American marks in order to get some undeserved pecuniary gain, there is another serious reason why American manufacturers should look to the protection of their marks in foreign markets. For instance, an American manufacturer sends a product bearing a valuable and old mark to some representative in a foreign country which has the law that registration of a trade-mark conclusively indicates ownership, and this foreign representative, knowing of that law, quietly registers as his own mark the valuable mark of his principal in his country.

When that is done there really is nothing to do but to quietly take one's medicine and charge it up to careless management. It is true that there are a great many honorable foreign representatives who have not taken advantage of their American connections, but the American manufacturer never knows when unexpected friction may arise, and when such friction

Why You Should Advertise in PORTLAND MAINE

It is the gateway of Maine.
It is the big city of Maine.
It is the rich city of Maine.
It is the prosperous all-the-year-round city of Maine.

It can be covered by one big evening newspaper that has more than 20,000 circulation, and goes into about nine out of every ten homes. This paper is the

EVENING EXPRESS

Leads in all that belongs to the leader.

JULIUS MATHEWS, *Representative.*

Ideas

in typewritten
form without
any obligation
on your part,
or in sketch
form at a nominal charge.



Advertising Illustrations

CHARLES DANIEL
FREY COMPANY
Monroe Building - Chicago

The New York Evening Post announces the appointment of Messrs. JAMES F. RYAN and HARRY P. INMAN as special Western advertising representatives.

Chicago Advertising Office,
McCormick Building, Chicago

Member Audit Bureau of
Circulations.

An Idea Man WANTED—

One of the leading manufacturers of metal advertising signs and displays requires the services of an additional salesman with creative ideas.

The opportunity offered is exceptional. The man to fill this position must be thoroughly familiar with advertising in general, and besides brains, ideas, courage and willingness for sustained effort, must have the appearance, address and other attributes to qualify him as a fit representative of this company.

The successful candidate is assured a permanent position and a good income.

Applicant should give full particulars as to age, experience, personal habits, ability to originate ideas, and references. Your letter will be treated in strict confidence. "METAL SIGNS," BOX 257, care of PRINTERS' INK.

does arise it is not an uncommon thing for the foreign representative to take advantage of the unregistered American marks, and the only thing the American owner can do is to offer to buy out the representative's ill-gotten but legal trade-mark rights or else suffer a great deal of damage.

The cost of registering trade-marks in foreign lands is a mere trifle compared to the safety afforded, and, speaking from experience, I would say that it is extremely unwise for an American manufacturer to enter a foreign country with his trade-marked products unless he has first had competent advice upon what rights he can get in his trade-marks in the particular foreign country and how to go about getting these rights.

Detroit Factories Increase Payrolls

Detroit is enjoying greater prosperity, her payrolls are growing and conditions are rapidly becoming normal, according to statistics compiled by the Detroit Board of Commerce. Thirty-one Detroit concerns, representing some of the largest industries in the city, added over eight thousand men to their payrolls between December 15 and February 15. Judging by these reports it is conservatively estimated that a total increase of twenty-five thousand has been made.

Ewan Justice Rejoins the "World"

Ewan Justice, for many years Washington correspondent of the *New York World* and for the past eight years advertising manager of the North German Lloyd Steamship Company, is now connected again with the Washington Bureau of the *World*. Because of the European war the North German Lloyd was compelled to dispense with a large part of its staff, owing to the discontinuance of all its steamship services.

St. Louis Club at Chicago Convention

An entire floor at the La Salle Hotel, in Chicago has been engaged for St. Louis delegates, and the committee on hotel accommodations has an option on another floor.

L. C. Bartlett, formerly with the Askin & Marine Co., Rochester, N. Y., has been appointed manager of the advertising service department of the Griffith-Stillings Press, Boston, Mass.

Coupons Succeed In Drawing Inquiries From Physicians

Inquiries Received by Mail-Order Advertiser Show That 80 Per Cent Fill Out the Coupon—Country Doctors More Apt to Use It Than Those in City—Possible Reasons for Attitude of Each

AN advertisement of the Fouts & Hunter Company in the *Medical Council* prompted PRINTERS' INK to inquire regarding the success of this company in addressing a special audience of purchasing power which is above the average.

The Fouts & Hunter Company manufactures "Cozy Cab Tops" for automobiles and storm-proof buggies. The advertisement in question featured a Cozy Cab covering adapted for a Ford roadster, and carried two illustrations, one of a car equipped with the top, enclosed for stormy weather, and one with the sides opened. The text describes the Cozy Cab, which, it is said, may be attached to any 1913, 1914 or 1915 Ford roadster in 30 minutes, and continues thus:

"This Cozy Cab Top can be opened or closed with one hand in 30 seconds, without leaving the seat or stopping the car. Provides instant and complete protection from all disagreeable weather.

"A Cozy Cab Top makes you independent of the weather. You can use your car every day of the year and enjoy comfort, protection and convenience. Not heavy, like a coupé body, yet gives as much protection. This top is light in weight, yet strongly built, and will not rattle or work loose."

The appliance is sold direct by the maker, and at the foot of the advertisement appears a coupon, upon the return of which the manufacturer will send a copy of a catalogue.

It is interesting to note that a large proportion of the physicians who answer the advertising of the Fouts & Hunter Company use the coupons. "Naturally," writes

Big Results from Letters

The first three of a series of letters I wrote for a New York concern increased the monthly profits over \$1,600.

Two new men were necessary to take care of the inquiries received.

Such letters would bring big results for you.

Leroy Fairman

24 Stone Street
New York City

Unsolicited letter from an Accountant Connected with a Corporation of National Reputation:



OWL SUPPLY CO.
Boston, Mass.

Gentlemen: The Owl Clips are the finest I have ever used. They do not slip and can be used over and over again, and do not injure the hands. Every one who has used them in this office joins with me in saying Eureka.

Very truly,
EXPERT
ACCOUNTANT.

OWL SUPPLY CO.

Exchange Building
53 State St., Boston, Mass.

—or Ask Your Stationer.

P. S.—All our customers say Owl Clips are "the best on earth."

We Have Found the Man

We inserted a page advertisement in the February 4th issue of "Printers' Ink," headed

ARE YOU THE MAN?

We received an astonishing number of high-class replies. After careful consideration, we have selected

MR. HARRY M. GRAVES

who will hereafter direct the merchandising service of this Agency.

For fifteen years Mr. Graves has been sales-advertising manager for several of the largest and most successful advertisers in their respective lines. His experience was founded in that most practical field—the advertising and selling of products finding a distribution through the drug and grocery trades with concerns spending \$500,000 annually in newspapers alone.

Following these lesson-learning years Mr. Graves was made Advertising Manager of the McCrum-Howell Co., manufacturers of Heating Systems, Enamelled Ware, Radiation and Vacuum Cleaning Systems. His knowledge of selling problems quickly brought recognition and he was made Vice-President and General Manager of their

auxiliary selling organization known as The Richmond Sales Co. and within one year he had established thirty-five branch offices operating with upwards of 500 salesmen.

For the past two years, until a few months ago, Mr. Graves was Promotion Manager for two of the oldest industries in their line in the country, The American Pin Co., of Waterville, Conn., and The M. Heminway & Sons Silk Co., of Watertown, Conn.

Mr. Graves' understanding and appreciation of the needs and viewpoint of the advertiser, both in selling and advertising problems, enables us to offer our clients a service more satisfying, practical and profit-bringing than is usually obtainable.

Mr. Graves has something very practical to say to manufacturers of high-grade package chocolates.

Atlas Advertising Agency

450 Fourth Ave., New York City

Telephone
7206 Madison Square

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, MARCH 4, 1915

"How to Deal with the Agent" The address before the Advertising Association of Chicago, entitled "How the Advertiser Should Deal with the Advertising Agent," and printed on another page of this issue, reads like an indictment until the very last sentence is reached. Then we discover what Mr. Dumont is really driving at: "The advertising agent can and does render valuable service to the advertiser who is onto his job and who does not take it for granted that his responsibility ends when he places his account with an agent."

The man who has had any experience in dealing with agencies of the better sort will know how to take Mr. Dumont's remarks. That there are good, bad and indifferent advertising agencies goes without saying, just as in any other branch of business. It is unfair to reflect upon lawyers as a class because of the "shysters" or upon physicians because of the "quacks."

It is no more of a hardship for a manufacturer to exercise discrimination in selecting an advertising

agent than it is for him to discriminate among the various grades of raw materials for his finished product. In any line of business activity discrimination is a great fundamental. In this respect the advertiser's lot is decidedly simple as compared with that of the publisher, for where the latter is doing business with, say, a hundred advertising agents, the advertiser has only to assure himself of the trustworthiness and competence of a single one.

Furthermore, it should be borne in mind when we talk about 700 agents that a great proportion of them do not pretend to be other than local and even among national agencies, those equipped to handle intelligently large accounts are comparatively few in number.

The epigrammatic mode of speaking does not admit of many qualifications, and Mr. Dumont has made a good many statements in general terms which need to be interpreted. The concern whose agency experience is very limited, or is just about to begin, should not be permitted to gather a wrong impression because the speaker chose to express himself in generalities. For example, the agency house organ which "holds up" publishers for advertising patronage is referred to. We ourselves would have hard work to find a term of condemnation too strong for such an enterprise, but it is an injustice to the agency business to imply that such house organs are general, or even plentiful. According to the latest estimate, there are more than 700 advertising agents in the United States, and *less than one per cent* of that number issue such house organs. Mr. Dumont did not feel that it was necessary to make that qualification in speaking to an audience of advertising men who were presumed to be familiar with the facts. The agency house organ is sometimes a very grave abuse, but it does not by any means flourish among advertising agents generally.

We imagine that it would be possible to find, among the 700 odd concerns which call themselves "agencies," a quite respectable number whose chief asset is

that "Star of Hope" which the speaker referred to. But they also are not representative of the agency business as a whole. There is a constantly growing tendency among agency men to go rather to the other extreme, and apply the acid test of "advertise-ability" to products and organizations. By condemning the overconfident attitude *in toto*, Mr. Dumont is helping on that progress. His style should not mislead anyone, however, into the belief that caution is a quality unknown among advertising agents. We have known of several agents who have turned down the opportunity to earn profits for themselves because they doubted the ability of the advertising to make good under the particular circumstances.

Of course advertising "costs money" at every step. So does every other activity of a business man. It costs money to dress, to shave, to ride to the office, to dictate letters, to eat luncheon—yet at the end of the day the business man finds that he has taken in more than he has paid out. So it is with advertising expense. When it is carefully controlled and wisely directed, it pays its own way and a little—often more than a little—besides.

With Mr. Dumont's main contention—that the advertiser should assume full responsibility for the expenditure of his own money—nobody will be likely to quarrel seriously. If he does not assume the responsibility, and if he does not exercise care in the selection of his agency, it is true that he is quite likely to require an epitaph in the advertising graveyard. To blame the entire fraternity of advertising agents for the results of his own carelessness would be manifestly unjust. There are not a few incompetent agents, but there is also a supply of very capable and thoroughly conscientious ones. The advertiser should exercise at least as much judgment in his selection as he does when he is employing a lawyer or an architect.

The advertiser must carry his share of the load. He cannot blame the whole agency business for his own lack of judgment.

Taking Advertising Seriously

"The hardest problem in my business," said a publisher not long ago, "is to get manufacturers to take my proposition really seriously. It is extremely difficult to get them to see that I am in reality manufacturing a product, just as they are; that I buy my raw materials and convert them into a finished product which has just as definite a value as a pair of shoes or a piano. They will buy my space through a cut-rate agency and fill it with copy that is pitiful, to say the least. If one of their foremen should treat a pile of lumber that way he would be fired, yet they are quite content to let some copy butcher depreciate the value of their advertising space—a value which is just as real as that of the lumber. But when I tell them so, they think it's just 'selling talk,' and refuse to take it seriously."

Doubtless the advertising business would be benefited if all of us—publishers, agents and advertisers—would take advertising a little more seriously. Each of us has something to sell, and just because it is invisible and intangible is no reason why it is not real. The value of any commodity—whether tangible or not—is depreciated by a continuous policy of free deals, "inside" discounts and the knocking of competitors. The advertising business is not so free from those tricks as it ought to be, though their use is growing less with every year.

Why is it that the big corporation which starts to advertise is likely still to think of the press agent first, instead of buying its space over the counter? Because it does not take the publisher's product seriously. It sees publishers adhering to the free-deal policy of forced circulation; it finds that in many instances the card rates are only a basis for discounts, and the natural conclusion is that advertising space has no definite value. That conclusion is only more firmly established when it sees the attacks upon competitors which sometimes appear in the publisher's own columns. It is no wonder that the corporation

tries to avoid paying for that which seems to have no real value.

The leaders among the publishers and the agencies are gradually forcing such tactics to the wall and are educating advertisers to an appreciation of what they are really buying. Advertisers themselves are demanding higher standards of circulation and more comprehensive data concerning the influence of publications.

Publishers are imposing higher standards upon every department of their business: editorial, advertising and circulation. All of those influences tend to give advertising a more stable value. The best way to get people to take advertising seriously is for publishers, agents and advertisers—all of us, in fact—to take it seriously ourselves.

**J. P. Morgan
& Co. Dis-
cover
Advertising**

Stockholders of the Northern Pacific Railway Company who received their dividend checks on the first of February from J. P. Morgan & Co., fiscal agents, received therewith a shock in the form of a return postcard addressed to the general passenger agent of the railroad. The card called for information regarding a trip to Yellowstone National Park, which the stockholders are urged to take next summer. Its enclosure with the dividend checks indicates that the fiscal agents really appreciate that their client has something to sell, and may perhaps be regarded as a discovery of advertising on the part of the banking house.

PRINTERS' INK has frequently remarked upon the fact that the stockholders of our large corporations—frequently thousands in number and in some cases running into the hundreds of thousands—constitute not only a sizable market in themselves, but represent an army which might be actively engaged in the building of good will. All that should be needed, in most cases, is a little urging. We have already mentioned the "Pandora Box" which was sent to stock-

holders of the National Biscuit Company, and which contained samples of many of the company's products. This example has just been followed by the Loose-Wiles Biscuit Company which sends to stockholders a box of samples and a complete catalogue. Swift & Co. issue a "year book," which contains a summary of the various official reports, some data on market conditions, and a few pages which specifically recommend to the owners of the company's stock the purchase of the company's products.

The American Tobacco Company not only recommends to its stockholders the purchase of its brands for their own use, but frankly asks them to recommend its goods to others. A recent folder enclosed with all dividend checks from the executive office of the company, reads:

As a stockholder in the American Tobacco Company we feel sure that you wish to give preference to the products of the company in the matter of your personal tobacco enjoyment.

By doing so you insure your own pleasure—because the company's various brands absolutely represent the highest quality that the consumer's money can buy anywhere. For it is upon this unalterable principle that the permanent success of the American Tobacco Company has been soundly established.

By so doing you also insure your own profit by patronizing the brands of the company in which you are financially interested, and by the influence your example will exert upon your friends and employees.

In Omar Cigarettes the American Tobacco Company has achieved the Perfect Turkish Blend. A smoke of unusual enjoyment and character, full of snap and sparkle, yet delightfully smooth, mild, fragrant and satisfying. A skillful combination of Turkish and domestic tobaccos never used in any other cigarette anywhere, at any time.

We would greatly appreciate your personal recommendation to your friends and acquaintances, and your personal use, if you are a consumer of blended cigarettes, of the brand of Omar.

The United States Rubber Company sends to stockholders a four-page folder giving the reasons why United States Tires should be used on their automobiles. If only three-quarters of the thousands of stockholders are car owners, they would constitute a market worth spending money to cultivate.

"Good-morning, Mr. Advertiser."

"Good-morning, Mr. LIFE. What's on your mind?"

"Business—to be exact, your advertising. Are you going to use LIFE this year?"

"Well, what service can you give us?"

"Why just the same as we give all advertisers—real circulation amongst people who believe in LIFE and——"

"No, no, LIFE, you don't understand. To be candid, we have been watching you grow and have about decided to add you to our list. Can't you arrange with your editors to write a few articles encouraging your readers to eat more soup? If so, I think we can do business with you."

"If we propose your suggestion to our Editorial Department you will never advertise in LIFE, Mr. Advertiser."

"That isn't clear to me, LIFE, elucidate."

"Well you see, without readers there wouldn't be any LIFE. Therefore LIFE is edited to please its readers first and always. My editorial and advertising departments are perfectly friendly but they never mix."

"Well, LIFE, your policy is rather independent I must say."

"That's why I am a different publication and why my readers believe in me, advertising and all."

"That's pretty sound reasoning now that it is clear to me."

"It is nice of you to admit it, Mr. Advertiser, but to get back to your query—service. Reader confidence is the greatest service any publisher can give you in addition to real natural demand circulation. Every advertiser in our shop gets the same treatment. Just trust us with your business. If we do not treat you right we will suffer more than you will. We are never in a hurry to get your business. We want you to know LIFE is right. That's our method and is the reason why our advertisers stay with us. The reason why LIFE gains and grows."

"That's pretty sound service after all, LIFE. You will hear from us soon and favorably."

"Thank you, sir, I appreciate your time."

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st Street, West, No. 17, New York.
P. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

Railroads Advertise to Secure Repeal of Law

Twenty-one Important Companies Use Big Space Jointly to Point Out Harmful Results of "Full Crew" Law—Brotherhood of Railway Trainmen Reply, and Railroads Answer Their Protest

IN support of their contention that the "Full Crew" laws now in effect in Pennsylvania and New Jersey operate against the public good and force a waste of \$2,000,000 a year, which is borne by the people, twenty-one railroads, known as the Associated Railroads of Pennsylvania and New Jersey, are conducting an advertising campaign on a large scale in the daily and weekly newspapers through these two States to secure public support of bills to be introduced shortly in the State legislatures for the repeal of these laws.

The advertising consists of large copy, running from three half columns to three full columns, in which are set forth facts and figures to show that these "Full Crew" laws, which have been in operation in Pennsylvania for three years and for nearly two years in New Jersey, have been tried and found wanting.

Headed by the Pennsylvania, the Philadelphia and Reading and the Baltimore and Ohio, the railroads represented are the Bessemer & Lake Erie Railroad, Buffalo, Rochester & Pittsburgh Railway, Buffalo & Susquehanna Railroad Corporation, Central Railroad of New Jersey, Cumberland Valley Railroad, Delaware & Hudson Company, Delaware, Lackawanna & Western Railroad, Erie Railroad, Lehigh & Hudson River Railway, Lehigh & New England Railroad, Lehigh Valley Railroad, New York Central Railroad, New York, Ontario & Western Railway, Pennsylvania lines west of Pittsburgh, Pittsburgh & Lake Erie Railroad, Pittsburgh, Shawmut & Northern Railroad and the Western Maryland Railroad.

The committee in charge of the

campaign has as its chairman R. L. O'Donnell, general superintendent of the Pennsylvania Railroad.

In the initial announcement the railroads endeavor to have it clearly understood that this appeal to the public is in no way to be construed as being aimed at the trainmen in their employ, as is claimed by many of the opponents of the repeal of these laws, nor is it an effort to curtail operating expenses at the cost of public safety or service. The

What Could Be Done with the \$2,000,000 Which the Full Crew Laws Arbitrarily Take From the Railroads

Increased Railroad facilities, better service, greater safety and convenience, business expansion and the employment of a great number of men now idle would follow the repeal of the wasteful Pennsylvania and New Jersey Full Crew Laws.

Facts—Not Theories

\$2,000,000 would buy 3000 steel machines.

It would pay for 50 locomotives.

It would purchase 67,000 tons of rails.

It would reduce 5 per cent. on \$40,000,000.

It would modernize 1500 miles of track.

It would eliminate 68 grade crossings.

It would pay for 2000 freight cars.

It would build 200 new stations at \$10,000.

It would provide additional freight terminal facilities.

It would buy 3,500,000 railroad ties.

It would pay for 2,000,000 tons of coal.

The iron and steel industry would be stimulated, handling steel for new cars, rails, bridges, buildings, etc.

Miner and coal iron operations would get increased work as industry expanded.

New construction would mean busy times for the Lading region cement plants and their workmen.

Thousands of workship contractors, building, train carmen, electrical engineers and electricians, skilled mechanics, carpenters, masons, and day laborers would be put to work.

With these incontrovertible facts thus clearly set forth, the twenty-one railroads of Pennsylvania and New Jersey feel it their duty to place the facts of the Full Crew Laws in the hands of the people. They are convinced the people prefer that employment be given to thousands for whom there actually is work to knowing that \$2,000,000 a year is being paid in unnecessary wages for extra men for whom there exists no essential service to perform and whose presence, it has been conclusively shown, increases—rather than decreases—the hazards of railroad operation.

SAMUEL REA,

President, Pennsylvania Railroad

DANIEL WILLARD,

President, Baltimore and Ohio Railroad

THEODORE VOORHEES,

President, Philadelphia and Reading Railroad

R. L. O'DONNELL, Chairman,

Executive Committee, Associated Railroads of Pennsylvania and New Jersey, 20 Commercial Street Building, Philadelphia.

HOW CONVINCING FACTS ARE PUT UP TO THE PUBLIC

statement is made that "if there shall be evidence that without such laws the railroads would underman trains, to the hardship of employees or the detriment of or damage to the public, that, assuming the present Public Service acts do not give to the commission ample powers to determine what crews are necessary on different trains and to compel the railroads to man trains as ordered, we will openly support such amendments to the present acts

as may be necessary to give such assurance."

The Brotherhood of Railroad Trainmen protested against the railroads making such an appeal to the Court of Public Opinion as follows:

The railroads' announcement declares they intend to present the question of the repeal of the Full Crew Laws to the public; but why, is left to conjecture. The power to repeal laws is vested in the Legislature. The Senators and Representatives in the General Assembly are chosen by the people to perform such service and the Constitution of the Commonwealth declares that the legis-

lative power of this Commonwealth shall be vested in a General Assembly which shall consist of a Senate and House of Representatives.

For these reasons it is not fair either to the General Assembly or the railroad trainmen that this immense lobby is addressing itself to the public rather than to the Legislature.

In answering this protest, the railroads voiced the new spirit of publicity as follows:

"The 21 railroads of Pennsylvania and New Jersey intend to present the question of the repeal of the Full Crew Laws to the public, this being a problem in

GOOD HEALTH

The pocket magazine which teaches busy people how to keep well through cultivation of natural health habits.

PRICE until March 31st \$1. a year
—after March 31st \$2. a year

A sample copy of the March issue will be sent postpaid upon receipt of twelve cents (*six 2c. stamps*). If you wish a sample copy of the April issue, send twenty cents (*ten 2c. stamps*).

GOOD HEALTH PUBLISHING CO., 1803 W. Main St., Battle Creek, Mich.

CATALOGUES

of the better kind, to be one hundred per cent efficient, must be mailed in envelopes of the better kind.

THE BANDLESS MAILING ENVELOPE

will deliver your catalogue to your prospect without the usual dog-eared and frayed corners—in fact, will deliver it just as it left your hands. Costs more than the ordinary envelope but worth every cent.

We want to hear from good, clean advertisers who know the value of distinctive advertising.

THE SMEAD MANUFACTURING COMPANY
Hastings, Minnesota, U. S. A.



I have for sale a new house never occupied. Fronting on 18-hole Golf Course about 300 feet southwest of the above attractive Club House. This house is appraised for \$10,000. Price for immediate sale, \$7,450. \$2,150 can be arranged on very easy terms, balance of \$5,300 on first mortgage. 10 rooms, 2 baths, wide porch, living room, library and dining room connecting, 4 master's bedrooms, model gas kitchen, full basement with laundry, extra toilet, and up-to-date heating plan, large plot of ground, room for garage, superb view for miles around.

E. W. BILL, Jr., Room 178—50 Church Street, New York. Phone 8749 Cortlandt.

the proper solution of which the public is vitally interested and should have the right to determine upon its merits.

"This presentation will be done openly, frankly and upon all the facts, coupled with plain statements as to exactly what the railroads feel to be right, and the reasons therefor. The railroads propose to submit the question directly to the public, that the people may determine what is just, right and fair. This is done recognizing the fact that the interests of the public stand superior to those of either the corporations or their employees, and feeling that the public, by its greater interest, may be trusted to exert its dominating influence with intelligence for what is best.

"The railroads challenge proof of any lobby of the kind that the public understands by that word. There is none, nor will there be any. With that statement, the railroads also assert, the inalienable right of any and every citizen to talk with and write to his elected representatives, and to impress upon them in every honest way his views whatever they are. It is the privilege of every railroad employee to do this. The railroads have no objection."

THE ARGUMENT USED

It is pointed out that the \$2,000,000 expended for an extra man on a freight train carrying thirty cars (a twenty-nine car freight train can be operated with five men); an extra man on a passenger train made up of five or more cars (a four-train passenger train can be operated with five men), etc., would buy 2,000 steel coaches; it would pay for 80 locomotives; it would purchase 67,000 tons of rails; it would return 5 per cent on \$40,000,000; it would block-signal 1,000 miles of track; it would eliminate 65 grade crossings; it would pay for 2,000 freight cars; it would build 200 new stations at \$10,000; it would provide additional freight terminal facilities; it would pay for \$2,500,000 railroad ties; it would pay for 2,000,000 tons of coal. The iron and steel industry would

be stimulated, furnishing steel for new cars, rails, bridges, buildings, etc. Miners and coke oven operators would get increased work as industry expanded. New construction would mean busy times for the Lehigh region cement plants and their workmen. Thousands of architects, contractors, building trades workers, electrical concerns and electricians, skilled mechanics, carpenters, miners and day laborers would so get work.

The following circular letter is also being distributed among the voters to be signed by them and to be addressed to their respective representatives in the legislatures:

I am convinced that the so-called "Full Crew Law" does not accomplish the purpose for which it was enacted and results in an expenditure of money by the railroads which should and could be spent to a much better advantage.

I am a voter and reside at _____ and therefore appeal to you to work and vote for the repeal of this law at the present session of the Legislature.

Yours very truly,

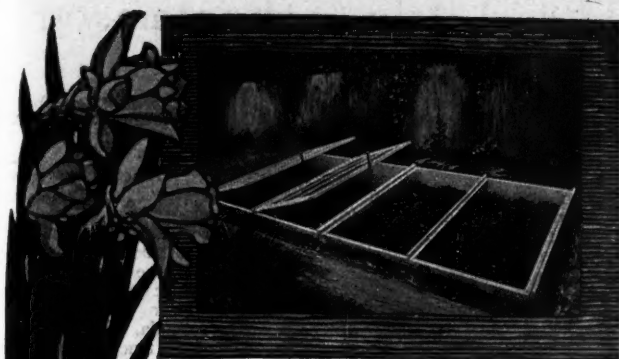
Pointing to nine other States where Full Crew bills failed, and particularly to Missouri, where a referendum on the law resulted in its repeal, the committee confidently hopes that the present campaign directed to the public will result in the repeal of the laws in Pennsylvania and New Jersey.

Newspaper Ads Feature Window Displays

The newspaper advertising of Chas. A. Stevens & Bros., Chicago, has been featuring window displays instead of special detailed talks on the merchandise. For instance, one ad reads: "The Island Window (we call it the Island Window because you can walk entirely around it) is the largest window in the world that has no column in it. To-morrow it will contain coats, suits, and dresses at \$22.50—Then look at the garments in that great North Show Window which are all priced at \$14.50—Then those in the South Window all priced at \$9.50."

Spencer Transferred by Studebaker

E. W. Spencer, formerly superintendent of sales in the east for the Studebaker Corporation, has been appointed manager of the sales follow-up and sales promotion department, with headquarters in Detroit.



A Four Sash Standard Frame, 12 foot x 6. Price \$33

Give Your Garden A Running Start With Our Garden Boosters

FOR INSTANCE: have Lettuce six weeks and Tomatoes three weeks earlier.

Sow seeds in March and be planting out plants, when your neighbor is only just "putting in seeds."

Protect your plants from late frosts in the Spring and early frosts in the Fall. Extend the pleasures and profits of your garden for weeks longer, on both ends of the season.

A few cents worth of flower seeds will give you early plants that have always cost you dollars each season.

Order early. Start early. Have an early garden this year.

Send for Two P's booklet. It describes, illustrates and prices seven different sized Booster Frames, contains Helpful Hints, Planting Time Table and all that sort of thing.

Single Row Frame.
12 x 24½ in.
4 for \$5.

Junior Frames.
Each 24 in. wide by
20½ in. long.
2 sash frame \$8.
3 sash frame \$11.

Junior Melon
Frames. 19½ in. x
20½ in. 5 for \$4.40
10 for \$8.60.

Plant Frames.
11½ x 13 inches.
10 for \$6.25.

Lord & Burnham Co.

SALES OFFICES

NEW YORK
42nd Street Bldg.

BOSTON
Tremont Bldg.

PHILADELPHIA
Franklin Bank Bldg.

CHICAGO
Rockery Bldg.

ROCHESTER
Granite Bldg.

CLEVELAND
Sweetland Bldg.

TORONTO—Royal Bank Bldg.

FACTORIES

Irrington, N. Y.

Des Plaines, Ill.

Kindly send me your Two P's Booklet

Name
Address

P.S.

The Little Schoolmaster's Classroom

IN response to numerous inquiries, both serious and sarcastic, the Schoolmaster declares that he is quite favorably disposed towards the many advertising courses which are springing up in our colleges and universities. He doesn't believe that the aforesaid courses are going to turn out very many advertising geniuses to compete for the jobs of the "practical men," and he does believe that a good deal of the subject matter discussed by the professors is pure bunk. But for all that, the instruction in advertising and kindred subjects is a good thing if it does no more than inspire the coming generation of business men with a respect for advertising, and some little understanding of the power of advertising. The young men who to-day are sitting in these advertising classrooms will be going to work to-morrow. Perhaps few of them will find jobs which directly involve the use of advertising, but most of them will find employment with concerns which either advertise already or which ought to advertise. Then, too, some of them are sons of well-to-do manufacturers and will sooner or later be taken into the firm. We may be quite sure that the influence of these "graduates in advertising" will be exerted to keep their concerns in the advertising columns.

* * *

At the very least, these advertising courses do take advertising seriously, and that is a great gain. Most of them, moreover, give the student a fairly comprehensive idea of the ways in which advertising works. Probably he won't be able to make any specific campaign successful right from the start, even if he gets a chance to try, but he will be likely to understand that advertising does not consist merely in putting something clever into white space. He will take his interest in advertising with him, no matter what line of work he takes up, and when the time comes for him to sit in the

councils of his concern he will be an advocate for advertising, not against it.

* * *

And after all there is no reason why advertising cannot be as successfully taught in the schoolroom as law, or medicine, or plumbing, or boiler construction. The chief difficulty with the way in which it is being taught to-day lies in the scholastic passion to reduce everything to formula. Facts have no value for your true scholastic, except insofar as they go to support a theory which he has engendered. He hates disorder; he wants all the phenomena in the universe to classify themselves in neatly ticketed groups; when confronted by an awkward combination of circumstances, he must have a formula, which will instantly divorce the combination, and send the components slinking away in the darkness; hence his theory. All the facts which behave according to the theory, he embraces with joy. Those which conflict with the theory are beneath his notice. If you persist in parading them, he will quietly toss them into the basket labeled "exceptions," and go on with the lecture.

* * *

Of course if all the professors would adhere to the same theory, and include the same kinds of facts in the group of exceptions, we might get somewhere by and by. But no two of them agree, any more than professors of theology agree about predestination. Every now and again one of the professors awakes to the fact that a disagreement exists, and he straightway produces a brand new theory of his own which is intended to harmonize all the rest, but which nobody else accepts. And so it goes.

The scholastic system leads to the promulgation—solemnly and in all seriousness—of such "formulas" as this: "The attention value of an advertisement, divided by the number of readers who are actual, potential buyers, will give

If You Find This Interesting—

send for Foreign Tabulation "A" from which these statistics have been taken. It is free.

BOYD'S SPECIAL LISTS:

Central America
South America
West Indies

245 Advertising Agencies
601 Agr'l Impl. Dirs. & Imptrs.
540 Auto Dirs., Agts., Supplies
1775 Banks & Bankers
5380 Boot & Shoe Dealers
575 Brokers, Gen'l Mds.
2020 Clothing, Dirs. & Imptrs.
8250 Commission Mchts. & Mfrs. Agts.
1825 Dentists
7725 Dry Goods, Retail
1867 Dry Goods, Whol. & Imptrs.
10200 Druggists, Retail
3940 Engineers
5750 Exporters
10250 General Merchants
35850 Grocers, Retail

2960 Grocers, Whol. & Imptrs.
3400 Hardware, Retail
1239 Hardware, Whol. & Imptrs.
2650 Hotels
3950 Importers, General
3700 Jewelers, Retail
7700 Lawyers
1237 Machinery Mfrs., Dirs., Agts.
636 Moving Picture Theatres
1625 Newspapers & Periodicals
11850 Physicians & Surgeons
9200 Plantations
2556 Printers & Publishers
6250 Restaurants
1300 Schools & Colleges
12500 Tailors

Letters—Booklets—Catalogues—Folders in Spanish and Portuguese—for Direct Advertising. Let us send you also our New General Catalogue listing 6,000 classifications.

BOYD'S LIST AGENCY, 21 Beekman St., N. Y.

Start Your Collection—



These Poster Stamp

Six of the newest
only two two-cent
show
little

If you

This is
the head-
ing of one
of our latest
advertisements—

reprinted here to give you an idea of how we are helping the Poster Stamp pastime along.

THE purpose of this advertisement in *Printers' Ink* is to enable us to get in touch with every printer who appreciates the possibilities of the poster stamp business—and with every user of poster stamps, as well.

"No distribution" has been the difficulty with the use of poster stamps heretofore—and now we have plugged that weak place. We'll be glad to show you *how*.

If you want some of this poster stamp business just write us—we have information you can use to advantage. Or if you have already printed any of those stamps, and would like some pointers on distribution for your clients—pointers that will put them in a reorder mood in short order—let us hear from you.

ART STAMP LEAGUE OF AMERICA, Inc.

Dept. B., 80 Maiden Lane

New York

WANTED!

\$904,400 Worth of AUTOMOBILES

Our subscribers tell us that's the amount they want this year. Our booklet, "The Bullion from the Melting Pot," gives you definite facts on a big new market. Ask for your copy.

HOSPODAR

America's Only Bohemian Farm Paper
523 So. 12th Street, Omaha, Neb.

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

MONTHLY INCOME INSURANCE. Annual saving on premiums of 25% to 40%.

J. A. STEELE, 170 Broadway, NEW YORK

Copy Men Wanted

A prominent New York advertising agency needs one or perhaps two *trained and experienced copywriters*; men of proven ability. In replying to this advertisement please be specific in stating past experience. Enclose samples of work for which you are wholly responsible. Your letter will be considered a sample of your ability, so to facilitate matters have it typewritten. Young men (not over 35 years of age) are needed in our service department. "H. A." Box 259, care of Printers' Ink.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

the co-efficient of its copy value." Which means, if it means anything at all, that after you have performed the impossible feat of dividing an unknown quantity by an indeterminate amount, you will be right where you started. The Schoolmaster is inclined to think that the formula above-mentioned is all bosh anyway, because it would seem to imply that the value of a piece of copy decreases with increased circulation. At that rate some present-day copy must be pretty rotten, and only a minus sign could do justice to some of the painted displays on Broadway.

* * *

Yet, aside from the time they waste, such excursions into the realms of pure theory are harmless enough. Some day our advertising professors will drop them and get down to cases. Some of them already have done so. Instead of worrying about the relative values of upper-left and lower-right-hand corners, they are taking successful campaigns and analyzing them with a view to finding out what made them successful. In other words, they are starting with the facts, and letting the theory come along later if it happens to be so inclined.

* * *

Do you know anything more idiotic than the calling of an advertiser on the telephone and asking, in a grieved voice, why he does not give a certain publication a part of his business instead of giving the business entirely to the two hated rivals of Mr. Telephone Solicitor? Yes, indeed, it really did happen just that way.

* * *

What would you say was the most famous trade-mark in the world? The Schoolmaster the other day saw a claim by the Walter Baker people to the effect that theirs is. The tea-tray lady is as familiar to us as if she were a relative, but there are others who would run high in a contest on this question.

* * *

The Schoolmaster received from *The Outlook* the other day

an envelope that was a distinctive thing. It was about five by eight inches and had the word "Correspondence" neatly printed on the front, and then over to the left there was the following matter:

*In reply to your favor of
February 4, 1915,
from The Outlook, 287 Fourth
Ave., New York.*

This is a simple device and yet it makes the envelope stand out from the mass of the day's mail.

Cost of Living Copy for Kellogg's "Krumbles"

W. K. Kellogg's latest newspaper copy on Kellogg's Krumbles is entirely of an educational nature. The copy is illustrated with a schoolroom scene showing the teacher pointing out the window to a locomotive. She is saying: "Your Body Is Like That Engine—Your food is like the coal under the boiler. If you pick out good food and eat it right, you get steam and power. But poor food, like poor coal, won't keep the engine running right. A calorie is the same sort of measure for food value that a pound is for weight. Krumbles is whole wheat ready to eat—perfectly cooked. Krumbles will cut your meat bills and will give perfect nourishment with satisfying flavor. The Kellogg Waxtite package protects the contents."

"Keep-Kool" a Trade Character

During the Mardi Gras in New Orleans the Snellenburg Clothing Company, of Philadelphia, used newspapers throughout the South to introduce a new advertising character known as "Keep-Kool," whose personality is emphasized by the copy being written in the first person. Keep-Kool says: "I was born to make men happy in warm days—I'm the coolest thing this side of winter—I'm mistress of the feather-weight craft—I fit royally and with comforting ease—My name in your coat, be it Serge or Worsted, Linen, Mohair or Palm Beach, assures you the best summer clothing in America. I'm in town for the Mardi Gras—Let's get acquainted."

Apple Butter in the Newspapers

Lippincott Apple Butter, made by The Lippincott Company, Cincinnati, is a new product that is being introduced through an attractive style of newspaper advertising. The copy makes a strong appeal to the appetite. Such headlines as: "How often have you banked for that Old Home Apple Butter?" and "The Old Home Apple Butter—Let's have this rare delight again." This product is sold in 15-cent and 25-cent jars through grocers.

Mail Salesman Wanted—

I want a man, not over 40, who knows how to write letters that will sell gas engines to farmers and small shop men. He must know engines, generally, and be able to learn my engines in particular, and to see in them the best there is for the purposes for which they are sold. I will pay for his time in learning my line, and my method of doing business. Then he must have the judgment, resource, zeal, energy and industry, to operate on his own hook as a separate unit in my business, having control of his own office force, and be responsible for results necessary to make money for both of us. Besides selling for cash with order, he must know how to extend credit, execute the necessary legal papers, make collections and do it all so as to sustain and increase the prestige of my business—in other words, earn an enduring success. Needless to say, he must be of good personal habits and have a clean personal and business history. Salary, a good living to start with, and increase according to results as may later be mutually agreed upon. Address "K. M.," Box 258, care of PRINTERS' INK.

"We dislike to miss
a single copy of
PRINTERS' INK."

—CINCINNATI IRON FENCE CO.

No Agricultural List Is Complete Without UP-TO-DATE FARMING

"The Farm Paper With a Mission"

200,000 copies twice a month
—Pays Farmers Who Read It—
So, Pays Advertisers Who Use It
Samples, Rates, Particulars Cheerfully Given

UP-TO-DATE FARMING

Indianapolis, Indiana

New York

Chicago

PAUL BROWN

154-W-106 ST.
NEW YORK CITY
PHONE 6120 RIVER

COMMERCIAL
ARTIST



Impressive Sales of Salada Tea

An interesting chart history of Salada Tea was recently published in a half-page newspaper space. The advertisement was headed: "To the Tea Trade of America," and described briefly the increase in sales since 1892. Below this was a chart which showed at a glance how the business had increased

TO THE TEA TRADE OF AMERICA

The first 1994 has passed, and during it we have sold the largest quantity of **FOCALADA**® that we have in any one year since it was first introduced to the public in 1988.

"We have prepared a chart (pencil underneath), which shows at a glance the man business that has been built up as a "QUALITY FOREMOST." In drawing your attention to this, we respectfully ask you to recall the year 1934. Notwithstanding the great obstacles encountered, the output of last year was above the previous year's record—and this is spite of the fact that part of the time, we were without stock and therefore unable to fill orders.

The difficulties of the war trade in 1934 were no greater than a brief survey of the facts may prove unwelcome.

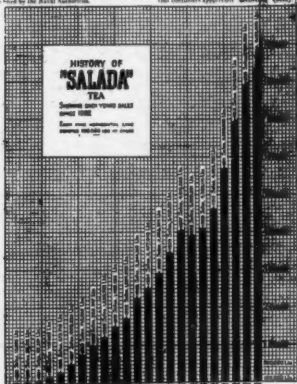
[illegible]

Under these circumstances Alerius would have been welcome any day less than two months previously, later on, the embargo was removed and we were able to get our launch in London, and after five weeks the cruise "Enderby" having left the Bay of Bengal, the Naval Authorities permitted the resumption of sailings from India and Ceylon. Then we

However, there still remains the difficulty of obtaining freight—extra rates when we did get them—war risk insurance—and still higher prices for our quality. In spite of all this we determined to make no alterations in our prices in the United States, but to continue to supply the public here with the finest tea that Ceylon and India produce. That is what we are doing is a well known fact in the

We look forward to a still larger role in this field and solicit your valued co-operation in our mutual interests. We readily acknowledge that other tools show you a greater profit than SATRA, the

We are giving a character to tea that previously cannot get elsewhere than in "SALADA" products and the twenty-three years it has been on sale prove that consumers appreciate "SALADA" quality.



ANOTHER RECORD

each year. Each horizontal line in the chart represented 100,000 lbs. in sales. In 1892 the sales were 129,650 lbs., and in 1914 the sales had jumped to 8,192,063 lbs., but the chart showed this increase had been a healthy advance each year.

Offers Real Practice to Ad Students

A plan is now being worked out in Cincinnati whereby students in the course of advertising at the University of Cincinnati may be given practical work during the course by local advertisers. Advertising agencies and advertisers will be asked to assist, so that a sufficient number of places may be provided.

Phoebe Snow "Maid in U. S. A."

"Phoebe Snow," whom the Lackawanna Railroad has made a trade character in the railroad world, blossomed forth recently in New York daily papers and in car cards as "Maid in U. S. A." in line with the spirit of the Made in U. S. A. campaign which has been gathering force. Accompanying Phoebe's portrait, there was the customary stanza, which said:

Lost: One Rattlesnake

The following "lost and found" ad recently appeared in the Mena, Ark., Star:

My Tennessee diamond-backed rattler, Bob, has left his usual haunts in my feed barn, Fourth and Pickering, Md., being worth more than a half dozen cats in a feed barn, I will cheerfully pay a reward for his capture. Bob is perfectly harmless. One fang is extracted, the other broken off within half an inch of jawbone. He is 3 feet 7 1/2 inches long; five rattles, no buttons. Should you find Bob, do your best to get him in a box of some kind. Then call 40 or 150, either one will get me, and I will come at once.

She Just Knew!

Subsequent to the extensive publicity given by the Schlitz, Milwaukee, brewing interests to the fact that beer in brown-glass bottles is the more desirable, there comes the following story from Denver. A woman entered a Denver jewelry store and announced her intention of purchasing a topaz ring. She was shown a variety of stones, and after spending more than an hour in pensive contemplation of the assortment she selected the browniest brown of the lot, saying to the jeweler, "Brown glass, you know, keeps best."

Wm. A. Somerville Now In Detroit

William A. Somerville, formerly advertising manager of the Rapid Motor Vehicle Company, of Pontiac, Michigan, and later of the Stromberg Motor Devices Company, of Chicago, is now associated with the Ralston Printing Company, of Detroit.

Cigarette Package Novelties

The latest novelty to be used to help sell cigarettes is the series of "Jumping Animals," one of which is packed in each box of Egyptian Oasis Cigarettes. The idea is to spread the animal out flat on the table, then raise the finger and the animal jumps. The novelty appeals strongly to children.

Classified Advertisements

ADVERTISING AGENTS

ALBERT FRANK & COMPANY
ADVERTISING
26 Beaver Street, New York
Chicago Philadelphia Boston

ADVERTISING AGENCIES

The BEERS ADV. AGENCY
of Havana, Cuba, are
"SPECIALIZING"
on Latin-American Ads
(Established 1906)
Main Offices
No. 37 Cuba St., Havana, Cuba
Our Slogan, "If It's Latin-America"
We Know!

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ARTISTS



WILL BRADLEY CUTS
750 in our new catalogue.
25 cents credited on first order.
Will Bradley's Art Service
131 East 23rd St. New York

COPY WRITERS

BOOKLETS that sell goods. Not ordinary hashed-up stuff, but the finished work of a trained writer and publicity expert. **Bruce Calvert**, 379 Hancock St., Brooklyn, N. Y.

MULTIGRAPHING

Out of town orders given special attention. Prompt, efficient work. Proofs submitted. Capacity 50,000 letters daily. 11 years with largest publishing houses. **Smith & Brown**, 154 Nassau St., N. Y.

POSTER STAMPS

Hundreds of beautiful, original styles and designs Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. **THE DANDO CO.**, 26-32 So. 3rd St., Philadelphia, Pa.

POSITIONS WANTED

Advertising manager with valuable experience in printing, engraving and commercial art, writes and designs advertising literature of any description, desires position. Moderate salary until ability is proved. Box 716, care of P. I.

DRUG AND TOILET GOODS ADVERTISING MAN

Medical education, drug, toilet goods and agency experience. Seven years' experience planning campaigns, writing copy for magazines, newspapers and house organs. Studied dealers and clerks at first hand. Can create and hold enthusiasm. 33, married, clean cut, solid, strong personality. Exceptional references from big men. \$3000. Address Box 717, c/o P. I.

AGRICULTURAL MAN (27)

now employed by a State Experimental Station, and who has received training in advertisement writing, is open to consider a position with a farm (or other) advertising agency, or on the advertising staff of farm journal. Is temperate, industrious and studious. Central States preferred. In writing state salary and opportunity offered. Box 718, c/o P. I.

PRINTING

GOOD PRINTING—HALF PRICE. Bond letterheads, envelopes, cards, \$1.50 per M. Reduction in quantities. Catalogues, booklets, advertising literature. **Century Printing Co.**, 259 William St., New York City.

GENERAL PRINTING CATALOGUE AND BOOKLET WORK.

Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Coin Cards, Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **The Winthrop Press**, 141 E. 25th St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

\$10,000 will buy a small technical monthly which will earn a living for advertising man from the start. **Harris-Dibble Co.**, 71 West 23rd Street, New York.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized 3 1/2 x 6, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO.**, 26-32 So. 3rd St., Philadelphia, Pa.

Roll of Honor

ALABAMA

Birmingham, *Ledger*, dy. Average for 1914, **20,849**. First 2 months, 1914, **30,366**. Best and cleanest advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Average daily circulation for 1914, **6,801**.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1914 (sworn) **19,616** daily, 3c.; Sunday, **17,158**, 5c.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1914, **9,770**.

Peoria, *Evening Star*. Circulation for 1914, Daily, **11,789**; Sunday, **11,469**.

INDIANA

South Bend, *Tribune*. Sworn average Jan., 1915, **13,611**. Best in Northern Indiana.

IOWA

Burlington, *Hawthorne*. Average 1914, daily, **9,999**; Sunday, **11,106**. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average 1914, **69,601**; Sunday, **47,783**. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1913, **9,331**. Daily aver., Apr. to Sept. 1914, **14,943**.

KENTUCKY

Louisville, *Courier-Journal*. Average 1914, daily, **32,396**.

LOUISIANA

New Orleans, *Item*, net daily average for 1914, **56,960**.

MAINE

Augusta, *Kennebec Journal*, daily average 1914, **11,763**. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1914, daily **11,763**.

Portland, *Evening Express*. Net average for 1914, daily **20,944**. Sunday *Telegram*, **14,130**.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1914 — Sunday, **61,947**; daily, **80,178**. For Jan., 1915, **77,048** daily; **64,842** Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (CC). Boston's best table paper. Largest amount of eve. advertising.

Salem, *Evening News*. Actual daily average for 1914, **20,021**.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '14, **24,636**. The "Home" paper. Larg'st ev'g circ.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average 1st 9 mos. 1914, **113,166**. Actual average for 1914, **115,391**.



Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily *Tribune*, **109,987**; Sunday *Tribune*, **185,144**.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1914, **128,973**.

NEW JERSEY

Camden, *Daily Courier*. Daily average circulation for 1914, **11,614**.

NEW YORK

Buffalo, *Courier*, morn. Ave., 1914, Sunday, **99,241**; daily, **67,100**; *Enquirer*, evening, **47,656**.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1914, **33,617**. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1914: Daily, **124,913**; Sun., **165,942**. For Jan., 1915, **127,423** daily; Sunday, **163,153**.

PENNSYLVANIA

Erie, *Times*, daily. Average circulation 1914, **23,370**; **23,363** av., Jan., 1915. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Washington, *Reporter and Observer*, circulation average 1913, **13,876**.



West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1914, **13,506**. In its 43rd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, *Times Leader*, eve. except Sunday. Aver. net daily circulation for 1914, 19,999.

York, *Dispatch and Daily*. Average for 1914, 20,322. Covers its territory.

RHODE ISLAND

Newport, *Daily News*, (evening) 66th year. Covers field. Circulation for 1914, 4,845.



Providence, *Daily Journal*. Average net paid for 1914, 20,653 (©©). Sunday, 33,018 (©©). *The Evening Bulletin*, 48,772 ave. net paid for 1914.

Westerly, *Daily Sun*. S. E. Conn. and S. Rhode Island. Sun to every 7 persons. Aver. circ., 1914, 5,668.

VIRGINIA

Danville, *The Bee* (eve.) Average for 1914, 5,799. Jan., 1915, average 5,607.

WASHINGTON

Tacoma, *Ledger*. Average year 1913, daily and Sunday, 21,531.

Tacoma, *News*. Average for year 1913, 20,510.

WISCONSIN

Janesville, *Gazette*. Daily average, 1914, daily 7,129.

Racine (Win.) *Journal-News*. A. B. C. audit gives biggest circulation.

SASKATCHEWAN, CANADA

Regina, *The Leader*. Average, 1914, 16,619. Largest circulation in Province.

Want-Ad Mediums

CONNECTICUT

NEW Haven *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '14, 19,414.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

MARYLAND

THE *Baltimore News* carries more advertising than any other Baltimore daily. It is the recognized Advertising Medium of Baltimore.

MINNESOTA



THE *Minneapolis Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities.

Printed in 1914, 116,791 more individual Want Advertisements than its nearest competitor. Rates: 1½ Cent a word, cash with the order; or 12 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

NEW YORK

THE *Buffalo Evening News* is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

Gold Mark Papers

ILLINOIS

Bakers' Helper (©©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (©©). Actual average circulation for 1914, 16,420.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (©©).

Boston *Evening Transcript* (©©), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (©©). Only French daily among 75,000 French population.

NEW YORK

Brooklyn *Eagle* (©©) is THE advertising medium of Brooklyn.

Dry Goods Economist (©©), the recognized authority of the Dry Goods and Department Store trade.

New York *Herald* (©©). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

Scientific American (©©) has the largest circulation of any technical paper in the world.

PENNSYLVANIA

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (©©), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The *Memphis Commercial-Appeal* (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

WISCONSIN

The *Milwaukee Evening Wisconsin* (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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ADVERTISING RATES

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
Second Cover.....	75	Pages 7, 9, 11 or 13.....	75
Back Cover.....	100	Double Center [2 pages]...	150

251 Fifth Avenue

(CORNER TWENTY-EIGHTH STREET)

New York City

In order to establish a more intimate connection with advertisers, advertising agents and publishers in the East, *The Chicago Tribune* has opened new offices at 251 Fifth Avenue, corner of 28th Street, New York, where arrangements have been made to serve the customers of its Advertising and Syndicate Departments with a maximum of efficiency and comfort.

The Chicago Tribune's Syndicate Department, unlike the average newspaper supply syndicate, is not run primarily for profit. Not a single feature is handled except what goes into *The Tribune*. If it's not good enough for *The Tribune* to publish, it's not good enough to sell. This rule absolutely insures a high standard of excellence.

At the present writing, *The Chicago Tribune* has six special representatives at or near the various theatres of War in Europe, including two photographers of still and moving pictures.

The Chicago Tribune's new New York office will also be equipped to provide information concerning Schools, Summer and Winter Resorts, Railway and Steamship Travel for the benefit not only of Chicagoans visiting New York, but also of the general public.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco